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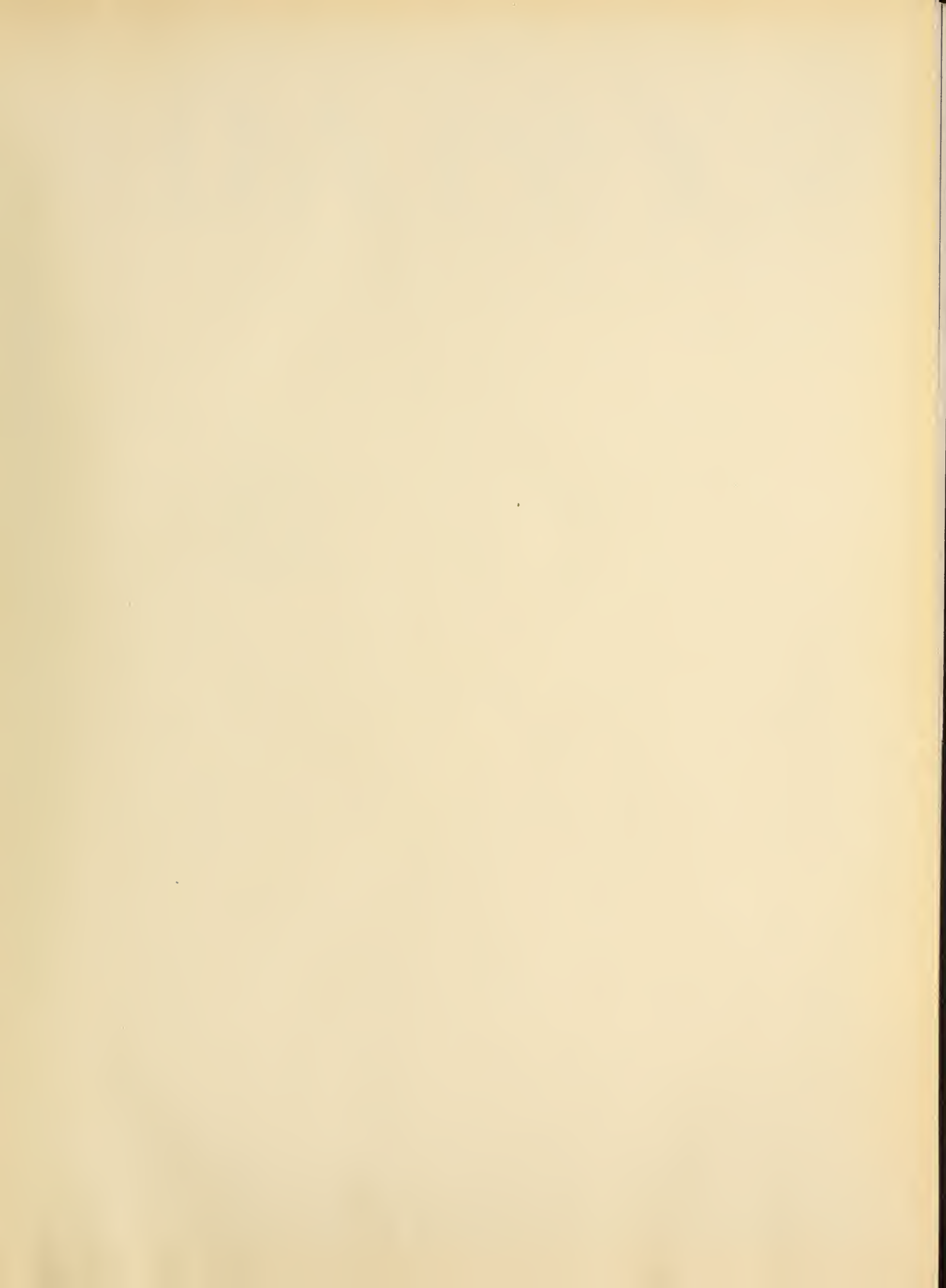
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THE UNIVERSITY OF CHICAGO
DEPARTMENT OF CHEMISTRY







MOTION PICTURE
DAILYAccurate
Concise
and
Impartial

VOL. 67. NO. 1

NEW YORK, U. S. A., TUESDAY, JANUARY 3, 1950

TEN CENTS

US Sees New
Remittance
Cuts In 1950Commerce Also Predicts
Reduced Export of Films

WASHINGTON, Jan. 2.—Further restrictions by foreign countries on U. S. film imports and remittances can be expected in the coming year, Commerce Department film chief Nathan D. Golden predicted today.

"With the devaluation of British currency and the present austerity program in areas of the British commonwealth, further cuts in imports of films may be expected in the Union of South Africa, India, Australia, Egypt, Ceylon and other related entities," Golden said.

"Various Latin-American countries have also felt the pinch of the dollar shortage, and it appears that Uruguay is not an exception."

(Continued on page 4)

5th & Walnut Asks
High Court Review

WASHINGTON, Jan. 2.—Fifth and Walnut, Inc., has asked the Supreme Court to reconsider its Dec. 5 decision not to review the action of the Second Circuit Court of Appeals tossing out its anti-trust suit against the major distributors.

The circuit court upheld a district court decision against the Louisville exhibitor, and Fifth and Walnut then appealed to the Supreme Court. How-

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NEAGLE AND WILDING ARE TOPS
IN BRITISH 'MONEY-MAKERS' POLL

By PETER BURNUP

LONDON.—For the second consecutive year, and with an impressive show of grateful unanimity, British showmen, voting in *Motion Picture Herald's* poll for *Fame*, have chosen the charming and lovely Anna Neagle as their top money-making star of 1949.



Anna Neagle

Rating second is her popular co-star in a number of films—Michael Wilding.

Herald Poll Given
Wide Attention By
British Press, Radio

LONDON, Jan. 2.—Announcement of the results of the annual *Motion Picture Herald-Fame* poll of "Money-Making Stars," as designated by British exhibitors, was carried throughout the nation on the news broadcasts of British Broadcasting Co. on Friday.

In addition, the poll results received nationwide newspaper space on a hitherto unprecedented scale, many papers

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top as the International winners, an honor so far reserved exclusively for American stars in general and Bing Crosby in particular.

The signal success of the Neagle-Wilding combination roots to no small extent in the showmanship and the craftsmanlike choice of subjects by Herbert Wilcox, husband of Miss Neagle.

Some significant changes appear in the exhibitors' choice this year. John Mills retains his third place, followed by Jean Simmons, the young Rank star who did not show in the poll at all last year.

Margaret Lockwood this year dropped back to fifth position and was followed by up-and-coming Richard Attenborough, also a newcomer to the *Herald* poll. Stewart Granger also lost some ground this year, holding seventh place. As last year, he

(Continued on page 4)

Full 20% Tax Cut Is
Aim of the COMPO
Taxation Committee

Repeal of the entire 20 per cent Federal admission tax is the target of the tax committee of the Council of Motion Picture Organizations—not just the half of it that was imposed during the war as an emergency levy.

This disclosure was made here at the weekend by Henderson M. Richey, who has been taking time out from his duties as M-G-M's exhibitor relations director to serve as advisor to the

(Continued on page 4)

Theatre Group
Settles Pitts.
Fraud ActionDistributors Win Round
In Sinclair Minn. Suit

A Pittsburgh exhibitor group which hit back at a distributor percentage action with counter claims that the film licensing contracts involved were unenforceable because of anti-trust law violations by the distributors settled late last week with the eight film companies for what one distribution spokesman described as a "very substantial sum."

Twenty-four exhibitors operating 41 houses were parties to the suit, known as *Roth et al. vs. Paramount et al.* One source said the settlement "involved six figures."

Similar counter-claims in a Minneapolis case, also late last week, were

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CEA Favors 'Lone
Wolf' UK Tax Role

LONDON, Jan. 2.—With British exhibitors still ranking over the attempt last month by Sir Alexander Korda and Tom O'Brien to obtain an entertainment tax reduction for British films exclusively, Sir Alexander King, president of the Cinematograph Exhibitors Association, told the Glasgow

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Reports Show Box-Office
Holiday Boom in Field, TooPerelwitz Leaves
Wisc. Allied Post

MILWAUKEE, Jan. 2.—Harry Perelwitz has resigned as executive secretary of Allied Independent Theatre Owners of Wisconsin because of the pressing nature of his other activities, it is announced by Ben Marcus, newly-elected president of the organization. The resignation became effective at the weekend.

Perelwitz was one of the three original sponsors of the Allied unit here. He, John Ludwig and Charles Washichek, all local exhibitors, started the association.

First-runs in other cities as well as New York have been enjoying a tide of post-Christmas prosperity, according to reports received from *MOTION PICTURE DAILY* correspondents in the field.

Record and near record grosses have been manifested, particularly in Los Angeles, Denver, Kansas City, Atlanta, Toronto, Baltimore, Philadelphia, Omaha, St. Louis and Detroit.

More or less typical of the reports received from those cities is the one from Los Angeles, with business described as "the brightest the town has experienced in many months."

Pictures cited in the reports as reaping

(Continued on page 5)

Still Talking About
'Daily's' 'Samson' Ad

Portland, Ore., Jan. 2.—Paramount's spectacular "Samson and Delilah" advertisement in the December 19 issue of *Motion Picture Daily* still is commanding widespread comment 'way out here.

Arnold Marks, columnist for the *Oregon Journal*, gives his readers a detailed description of the four-color, eight-page map-fold advertisement, leading off one of his recent columns, at the same time devoting a two-column head to the advertisement. Marks' column is reproduced elsewhere in this issue. The advertisement was created by Max Youngstein, Paramount advertising-publicity director.

Report ECA-MPEA
German Pact Signed

The Motion Picture Export Association and the Economic Cooperation Administration have agreed on a \$636,400 convertibility guarantee contract for MPEA operations in Germany during the last five months of 1949, a reliable industry official revealed here at the week-end.

MPEA officials signed the contract last week, the official said, and ECA administrator Paul G. Hoffman was to have signed the contract late Friday or will sign it today. Official ECA announcement of the contract is expected this week.

Personal Mention

DAVE EPSTEIN and Mrs. EPSTEIN left here for Hollywood on Saturday, preceded by their children, PATRICIA and BOB, who flew West on Friday.

ANTHONY L. NORIEGA, secretary of IATSE District No. 2 and president of Motion Picture Operators Local No. 162, San Francisco, has been appointed Commissioner of Public Welfare in that city.

WALTER KESSLER, manager of Loew's Ohio, Columbus, and Mrs. KESSLER have returned to their home following three months' hospitalization as a result of an automobile accident.

SAM GALANTY, Columbia Mid-East division manager, is here from Washington for conferences with home office executives.

HERB STEINBERG, Paramount newspaper planter, has arrived in Dallas from New York and will spend 10 days in the Texas area.

JOSEPHINE ZIEMIAN, personnel assistant at Loew's home office, has become engaged to WILLIAM BIEN.

Maroney to Panama Post for RKO Radio

Robert C. Maroney, formerly head of the RKO Radio foreign department's 16mm. division, has been appointed assistant manager of the company's office in Panama, it was announced by Phil Reisman, RKO Radio vice-president in charge of foreign distribution. Maroney has been with the company for four years, prior to which he was with the Office of the Coordinator of Inter-American Affairs.

Set Coast NLRB Vote

HOLLYWOOD, Jan. 2.—The NLRB has set Jan. 6 as the date for the election to decide whether the Screen Publicists Guild, unaffiliated, or the Motion Picture Publicists Association, IATSE, shall be designated to represent publicity men employed in major studios. Publicists have been working without a contract pending the election.

Set Lippert Premiere

HOLLYWOOD, Jan. 2.—Lippert Productions' "Baron of Arizona," described as its biggest production to date, will be premiered in Phoenix, Ariz., on Feb. 14, with the Phoenix Chamber of Commerce lining up ceremonies for the occasion. Hollywood stars and press representatives will attend.

Warner Signs Garfield

John Garfield has been signed by Warner to star in "The Breaking Point," a story by Ronald MacDougall, to be produced by Jerry Wald, with Michael Curtiz directing.

Ask D. of J. Ruling In Clearance Request

Minneapolis, Jan. 2.—Powers and Williams, owners of the recently-opened Golden Valley Theatre in the Minneapolis suburban Golden Valley township, have asked the Department of Justice to intervene in the reported refusal of distributors to grant the house a 28-day run as requested. Louis B. Schwartz is counsel for Powers and Williams.

Schwartz said the distributors had not "definitely" refused to grant the house a 28-day availability, but neither had they conceded to the request, and he had asked the Department of Justice for a ruling under terms of the industry consent decree.

Lesser and Poe Add Television Division

A new adjunct, Television Film Booking Office, has been set up by Producers Representatives, Inc., it was announced by Irving Lesser, president, and Seymour Poe, secretary-treasurer. TV-FBO will handle the sales and booking of films for television.

Producers Representatives was established three years ago by Lesser and Poe to supervise sales and distribution to theatres in this country and abroad of the films of independent Hollywood producers. It numbers among its clients Sol Lesser, Walter Wanger and others.

'O'Riordans' Attracts UN, NYC Officialdom

Mrs. Eleanor Roosevelt, Carlos Romulo, Police Commissioner O'Brien, Parks Commissioner Moses, Sister Kenny, Welfare Commissioner Hilliard and dozens of foreign and United Nations dignitaries are among the notables who have accepted invitations to attend the American premiere of Universal-International's "The Rugged O'Riordans" at the Park Avenue Theatre here tomorrow evening.

Selznick Names Stone As His Assistant

Louis Talcott Stone, New York attorney, has been named as executive assistant to David O. Selznick. Stone will leave for Hollywood this week and, after conferences there, will go to Europe to work on details of two pictures which Selznick plans to film in England and France within the next few months.

Van Heflin Leaves MGM

Van Heflin with M-G-M for 10 years, yesterday asked for and received his release from the studio in order to free-lance in films and alternate on the Broadway stage. Heflin's contract had another two-and-a-half years to run.

45 More to Serve 'Brotherhood Week'

Acceptance of 45 industry figures to serve as national company coordinators and exchange area distribution chairmen during the "Brotherhood Week" drive, were disclosed here at the weekend by A. W. Schwalberg, national distributor chairman for the National Conference of Christians and Jews Brotherhood Week (Feb. 18-26).

The national company coordinators are: Lou Brager, Film Classics; Harry Buckley, United Artists; Mike Dolid, Warner Bros.; Pete Friedhoff, Monogram; William Gehring, 20th Century-Fox; Al Grubstick, Screen Guild; George Josephs, Columbia; Al O'Keefe, Universal; H. M. Richey, Loew's; Burton Robbins, National Screen Service; A. E. Schiller, Republic; Jack Schlaifer, Eagle Lion; A. A. Schubart, RKO; and C. J. Scollard, Paramount.

The exchange area distribution chairmen are—Paramount: Jess McBride, Milwaukee; John Moore, Boston; Heywood Simmons, Dallas; Ulrik Smith, Philadelphia; 20th Century-Fox: Charles F. Powers, Portland; I. J. Schmertz, Cleveland; J. E. Scott, Omaha; Ben Simon, New Haven; Loew's: Albert L. Adler, Kansas City; Herbert Bennin, St. Louis; Foster B. Gauker, Indianapolis; Saal Gottlieb, Pittsburgh; RKO: Jack Chinell, Buffalo; Joe Emerson, Denver; Sam Gorelick, Chicago; Joe Smith, San Francisco; Warner Bros.: Jas. Abrose, Cincinnati; Art Anderson, Minneapolis; Fred Greenberg, Los Angeles; Don Woods, Detroit; Columbia: Clarke Baker, Des Moines; Herman Chrisman, Memphis; Duke Duvall, New Orleans; Dewey Gibbs, Oklahoma City; Universal: J. W. Greenleaf, Charlotte; E. Vogel, Albany; United Artists: John Bachman, Atlanta; Carroll Trowbridge, Salt Lake City; Eagle Lion: Wallace Rucker, Seattle; Fred Rohrs, Washington; and Republic: Wm. P. Murphy, New York City.

2 - Theatre Memphis Opening of 'Pinky'

MEMPHIS, Jan. 2.—Unique for this city, "Pinky," which deals with racial problems, will open here at two theatres on Jan. 7 for the reason that one house, the Palace, does not have space for Negroes. The second theatre will be the New Daisy on Beale St., which is exclusively for Negroes. Memphis was in the censorship spotlight recently when the state's Supreme Court declared invalid the city censor board's banning of "Curley."

See Benefit Premiere A Top Social Event

The benefit premiere of Carol Reed's "The Third Man," to be held at the Victoria Theatre on Jan. 4, is expected to be a top social event of the winter season according to committees representing Selznick Releasing Organization, the film's distributor, and the Lighthouse of New York Association for the Blind, charity group to whom all proceeds will go.

Starr in Annual 'Salute'

Martin Starr's evening broadcast last Friday over station WINS, New York, was his annual salute to the film industry. Starr paid tribute to all those who have made contributions to the overall progress of the industry.

36 Dates for Autry Tour

Gene Autry and his Western Variety troupe have set 36 bookings for the Columbia star's personal appearance tour, with 34 more in negotiation.

Newsreel Parade

THE opening of the Holy Year and the Trumans at home are current newsreel highlights. Other items include the Windsors arriving here, sports and fashions. Complete contents follow:

MOVIEZONE NEWS, No. 1—Holy Year opens. President Truman at Independence, Mo. Christmas tree fire in Hyndman, Pa. The Windsors arrive. Greek Orthodox Church's appeal for peace. Premiere of "Prince of Foxes" at Roxy theatre in New York.

NEWS OF THE DAY, No. 235—Pope Pius opens Holy Year. Wedding bells for Clark Gable, Windsors here. President Truman's holiday. Angus Ward safe in Japan. Glamor on ice.

PARAMOUNT NEWS, No. 38—Beauty on skates. Mr. Eugene Anderson takes post in Denmark. Holy Year.

TELENEWS DIGEST, No. 52-B—Rome: Holy Year. The Trumans at home. Sing Sing: holiday gift for lifer. Paris: Gary Davis's plans for 1950. The Windsors arrive. The O'Dwyers on their honeymoon. New York: water shortage plans discussed. Mexico bull-ring drama.

UNIVERSAL NEWS, No. 314—Pictorial highlights: Texas water to New York, Crown Prince Akihito of Japan. Modern paintings in Spain. Circus in England. Paris presents new mode in spacious living. Hockey.

WARNER PATHE NEWS, No. 40—Pope opens Holy Year. Angus Ward homeward bound from Japan. Actor Richard Todd heads for Hollywood. The Windsors in U. S. for vacation. First Arab refugees return to Israel. Girls and oranges: good enough to squeeze. Japanese mob Russian Embassy in Tokyo. Sonja Henie back on ice. Football.

Another for M.P. Sales


Neil Agnew and Charles L. Casanave have completed negotiations whereby their independent distributing organization, Motion Picture Sales Corp., will release "The Thief of Venice," starring Maria Montez and Paul Christian. Nat Wachsburger, producer of the film, flew here from Paris a few days ago to close the deal.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER
"ON THE TOWN"
JULES MUNSHIN - VERA-ELLEN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT CHRISTMAS STAGE SHOW

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
REDY LAMARR - VICTOR MATURE - GEORGE SANDERS
ANGELA LANSBURY - HENRY WILCOXON
PARAMOUNT RIVOLI
RUSS CASE & ORCH.
THEATRE

"Sands of Iwo Jima"
Starring JOHN WAYNE
A Republic Picture
BRANDT'S MAYFAIR 7th AVE. & 47th St.



*You are
cordially
invited*

... to meet **CINDERELLA** ... your boxoffice sweetheart for 1950 ... and to date her for plenty of your best playing time.

RKO RADIO PICTURES, Inc., TRADE SHOWINGS

ALBANY, Fox Screening Room, 1052 Broadway, Tues., January 17, 8:00 P.M.

ATLANTA, RKO Screening Room, 195 Luckie St., N.W., Tues., January 17, 2:30 P.M.

BOSTON, RKO Screening Room, 122-28 Arlington St., Tues., January 17, 10:30 A.M.

BUFFALO, Mo. Pic. Operators Screening Room, 498 Pearl St., Tues., January 17, 2:30 P.M.

CHARLOTTE, Fox Screening Room, 308 S. Church St., Tues., January 17, 2:00 P.M.

CHICAGO, RKO Screening Room, 1300 So. Wabash Ave., Tues., January 17, 2:00 P.M.

CINCINNATI, RKO Screening Room, 12 East 6th St., Tues., January 17, 8:00 P.M.

CLEVELAND, Fox Screening Room, 2219 Payne Ave., Tues., January 17, 2:30 P.M.

DALLAS, Paramount Screening Room, 412 South Harwood St., Tues., January 17, 2:30 P.M.

DENVER, Paramount Screening Room, 2100 Stout St., Tues., January 17, 2:30 P.M.

DES MOINES, Fox Screening Room, 1300 High St., Tues., January 17, 1:00 P.M.

DETROIT, Blumenthal's Screening Room, 2310 Cass Ave., Tues., January 17, 2:30 P.M.

INDIANAPOLIS, Universal Screening Room, 517 N. Illinois St., Tues., January 17, 1:00 P.M.

KANSAS CITY, Paramount Screening Room, 1800 Wyandotte St., Tues., January 17, 2:00 P.M.

LOS ANGELES, RKO Screening Room, 1980 So. Vermont Ave., Tues., January 17, 2:30 P.M.

MEMPHIS, Fox Screening Room, 151 Vance Ave., Tues., January 17, 2:00 P.M.

MILWAUKEE, Warner Screening Room, 212 W. Wisconsin Ave., Tues., January 17, 2:30 P.M.

MINNEAPOLIS, Fox Screening Room, 1015 Currie Ave., Tues., January 17, 2:30 P.M.

NEW HAVEN, Fox Screening Room, 40 Whiting St., Tues., January 17, 2:00 P.M.

NEW ORLEANS, Fox Screening Room, 200 S. Liberty St., Tues., January 17, 10:30 A.M.

NEW YORK, Normandie Theatre, 53rd St. & Park Ave., Tues., January 17, 10:30 A.M.

OKLAHOMA CITY, Fox Screening Room, 10 North Lee St., Tues., January 17, 10:30 A.M.

OMAHA, Fox Screening Room, 1502 Davenport St., Tues., January 17, 1:00 P.M.

PHILADELPHIA, RKO Screening Room, 250 N. 13th St., Tues., January 17, 2:30 P.M.

PITTSBURGH, RKO Screening Room, 1809-13 Blvd. of Allies, Tues., January 17, 1:30 P.M.

PORTLAND, Star Screening Room, 925 N.W. 19th Ave., Tues., January 17, 2:00 P.M.

ST. LOUIS, RKO Screening Room, 3143 Olive St., Tues., January 17, 2:30 P.M.

SALT LAKE CITY, Fox Screening Room, 216 E. 1st St. South, Tues., January 17, 1:30 P.M.

SAN FRANCISCO, RKO Screening Room, 251 Hyde St., Tues., January 17, 2:30 P.M.

SEATTLE, Jewel Box Screening Room, 2318 2nd Ave., Tues., January 17, 2:30 P.M.

SIOUX FALLS, Hollywood Theatre, 212 North Philips Ave., Tues., January 17, 10:30 A.M.

WASHINGTON, Fox Screening Room, 932 New Jersey Ave., Tues., January 17, 2:30 P.M.



WALT DISNEY'S

CINDERELLA

Color by **TECHNICOLOR**

George for Prompt War Excises Repeal

Washington, Jan. 2. — Sen. Walter George (D; Ga.) influential chairman of the Senate Finance Committee which handles all tax legislation in the Senate, today went on the record flatly in favor of prompt repeal of all wartime excise taxes. George also predicted that some, if not all, war excises would be reduced or repealed at the session of Congress opening tomorrow.

20% Tax Cut Target

(Continued from page 1)

COMPO tax group.

Richey reported that the tax committee will distribute this week a four-page printed brochure attacking the entire Federal ticket levy as outright discrimination against the motion-picture industry. Richey has been supervising preparation of the brochure.

Motion pictures are not a luxury and consequently there should be no Federal levy whatever on theatre tickets, Richey reiterated. The tax committee, he added, has therefore no intention of compromising in its demands for complete tax removal, and it will fight for an end to both the regular and emergency levies, it was said.

Herald Poll

(Continued from page 1)

giving front page position to the story of the high-ranking in the poll of British personalities.

The *Evening News*, with the largest P.M. circulation in Britain, immediately negotiated for a three weeks' serial on the life story of Michael Wilding, announcing that it did so solely on the strength of the *Herald's* poll, terming it a "reliable barometer of success."

British exhibitors voted Wilding the top male money-maker of 1949 in both the international and British groups here. Anna Neagle received the same honors here among female stars.

Cleve F. Adams

LOS ANGELES, Jan. 2.—Cleve F. Adams, author and former film director, died at his home in Glendale Wednesday of pneumonia. Adams' literary output included 14 mystery novels and several screenplays. The widow and a son survive.

Rosenthal Sees Danger in Taxes by States, Cities

ALBANY, N. Y., Jan. 2.—A note of warning has been sounded by Leonard L. Rosenthal, counsel for the Albany Theatre Owners of America, that the industry and exhibitors may be drawing "an over optimistic picture" on the repeal of the Federal 20 per cent admission tax. Rosenthal cited reports that Gov. Dewey plans to recommend in his annual legislative message Wednesday that the U. S. Government withdraw from levying on amusements and gasoline, leaving this field to the state, and stories that the National Conference of Mayors is urging the same course in Washington. It is said Dewey will advocate permissive taxing by cities.

"Little will be gained by the repeal of the Federal tax if it is shifted to states and cities," Rosenthal said.

"This development would be most unfortunate because the Federal levy is an emergency one. If cities were

to vote admission taxes the probability is great that they would become permanent.

"The film industry will be isolated if the Federal levy is repealed and its united national front will also be broken as the fur, jewelry, leather, and cosmetic industries, which are also driving for repeal, will hardly be interested in our plight," Rosenthal said.

"We must be on the alert to fight against shifting the tax source," he said. "An admission levy was beaten in Yonkers recently, because officials and the public were properly apprised of the results of a tentative proposal. A similar tax in Schenectady last winter was withdrawn. The organization of all exhibitors is of paramount importance. Fortunately we are pretty well organized in New York State through the TOA and other exhibitor groups," he concluded.

'Willie' Premiere Marked in Miami

MIAMI, Jan. 2.—A crowd of nearly 200,000 persons at the weekend watched a grand parade led by the 150-piece Greater Miami Boys Club band to the Miami Theatre, as the world premiere of 20th Century-Fox's "When Willie Comes Marching Home" was held, with star Colleen Townsend on hand for the opening ceremonies.

The John Ford picture opened at three theatres—the Miami, Miracle and Lincoln—for a day-and-date premiere engagement.

'Money-Makers'

(Continued from page 1)

is followed by Michael Denison. David Farrar and Jack Warner bring up the rear.

In the international field, the Neagle-Wilding team scored a triumph by capturing the top two positions. They are followed by Bob Hope and Danny Kaye, both of whom figured rather low in last year's poll.

Bing Crosby, perennial favorite of British audiences, rates fifth this year, followed by Jane Wyman and Alan Ladd. Neither Miss Wyman or Ladd rated among the top international 10 last year. John Mills breaks the American lineup in eighth place having had to give some ground from last year. Jean Simmons and Betty Grable, both newcomers to the poll, round out the top 10.

In the Western division, it's John Wayne who this year captured a lead over Roy Rogers. Roy, last year's winner, takes second place, followed by William Boyd who placed fifth last year. Randolph Scott is fourth followed by Alan Ladd.

There is considerable change in positions among the rest of the Western Money-Makers. Gene Autry is sixth, Robert Mitchum seventh, Montgomery Clift places eighth, Gregory Peck ninth and Gary Cooper 10.

As last year, J. Arthur Rank's documentary series "This Modern Age" again was honored with the lead position in the short films category, followed, like in 1948, by Walt Disney cartoons. Rank's David Hand cartoons place third and Tom and Jerry cartoons fourth.

Military Turns Out For 'Jima' Opening

High-ranking officers from all branches of the armed services were on hand at the New York opening of Republic's "Sands of Iwo Jima" at the Mayfair on Friday evening. A color guard was on the stage as a Marine band played the national anthem to the audience which heard a recorded message from Clifford B. Cates, commandant of the USMC.

See 'Longest' Run

TORONTO, Jan. 2.—In a telegram to Barney Balaban, Paramount president, John J. Fitzgibbon, president of Famous Players Canadian, Ltd., predicted that Cecil B. DeMille's "Samson and Delilah" will have the longest run of any picture that ever played Toronto. Fitzgibbon made this prediction on the basis of the tremendous interest shown in DeMille's film, which had a special opening at the Victoria Theatre on Dec. 28.

Boston Row on Drive-ins

BOSTON, Jan. 2.—Mayor Curley, despite unanimous disapproval of the city council, announced Friday that he will approve permits for drive-in theatres to be built in Boston. Mayor-elect Hynes, in his official capacity as City Clerk, announced that he will refuse to sign permits.

CEA Tax Role

(Continued from page 1)

branch that the CEA would have no further joint working arrangements with producers or trade unions if such incidents occurred again.

The Korda-O'Brien tax effort was made without exhibitor knowledge. Squelched by Harold Wilson, president of the Board of Trade, their plan would have penalized exhibitors playing American films which would have continued subject to the high tax, while British films would have been exhibited at lower taxes.

King, leader of the exhibitors' battle for an outright, non-discriminatory reduction of the tax, said it would be a very dangerous thing for exhibitors if they worked in good faith with people when "something sinister" was going on behind their backs.

Remittances Cuts

(Continued from page 1)

guay, Brazil, and Peru may be forced to apply some further controls on film remittances. This situation may accentuate the tendency for nations to negotiate mutual film-exchange agreements, in an effort to keep their theatres open full time despite the fact that fewer films are being imported from the U. S. Thus it appears that 1950 will be another year in which our motion picture industry will be faced with many problems.

Golden said that while there were "vexing problems" in distributing films abroad during the last 12 months, "U. S. film companies have fared better during 1949 than in the preceding two years."

The most important development of the year, Golden declared, was the devaluation of the British pound and the subsequent devaluations of other currencies. While it is still too early to judge the full impact, Golden said, it will at least take more British pounds to remit from Britain the \$17,000,000 a year permitted in the Johnston-Wilson Agreement.

Reduces Cash Abroad

"This might lead to increased film rentals to offset losses caused by the devaluation," he observed. "It will also have the effect of reducing the total cash and other capital assets of U. S. film companies invested abroad. The British reaction is that the U. S. companies may now consider making use of all frozen funds in the production of films in the United Kingdom."

Here are some of Golden's observations on other foreign countries.

ITALY: A new film law requires each foreign film dubbed into Italian to pay 2,500,000 lire for a dubbing license. This money goes into a special fund to subsidize domestic production. U. S. film companies are protesting a provision of the law which allows the council of ministers to set rental ceilings.

SOUTH AFRICA: U. S. distributors have been unsuccessful in efforts to have their exchange quotas increased, and now fear an even more drastic cut in dollar remittances may be announced soon.

ARGENTINA: No progress has been made by distributors in obtaining import permits without the use of dollar exchange. There are reports distributors are planning to close their offices soon, since film stocks will be exhausted.

ICELAND: Imports of U. S. films may be practically halted by a new law requiring the payment of a special license fee equal to 100 per cent of the valuation of the import and currency license, including the rental charge.

MEXICO: U. S. distributors are greatly concerned over the drop in dollar income resulting from the devaluation of the peso.

INDIA: High admissions taxes are cutting attendance. Taxes have been increased as much as 100 per cent in some categories in a number of provinces, and distributors in Bombay assert that the central provinces' tax is the highest in the world.

BRAZIL: The dollar exchange situation is critical and all import permits for films have been suspended since Oct. 1.

**BANKING FOR THE
MOTION PICTURE
INDUSTRY**



**BANKERS TRUST
COMPANY**
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

**MITCHELL MAY, Jr.
CO., INC.
INSURANCE**

*Specializing
in requirements of the
Motion Picture Industry*

75 Maiden Lane, New York
510 W. 6th St., Los Angeles

Settle Fraud Action

(Continued from page 1)

declared invalid by the U. S. District Court in that city.

The latter decision was handed down by Federal Judge Gunnar H. Nordbye, who denied the motion of William and Sidney Volk for a separate advance trial of their action for a declaratory judgment that percentage fraud claims are unenforceable. The jurist also denied the motion for an injunction restraining the distributors from attempting to enforce such claims.

At the same time, Judge Nordbye granted the cross-motion of the distributors for an inspection of the theatre records of the plaintiffs, not only for the period after the U. S. Statutory Court decision in U. S. against Paramount in June, 1946, but for the period from Sept. 1941 as well.

Suits Were Merged

This action was brought by the Volk brothers against the eight distributors after four of the distributors each had filed separate percentage actions against them in the same court. The percentage suits by the distributors against the Volks were merged with the latter's suit for declaratory judgment and injunction and each of the distributor-defendants at the same time filed counter-claims with their answers for damages based on the alleged under-reporting.

Declaring there was no contention that the distributor-defendants are now violating the anti-trust laws, Judge Nordbye said:

"It seems clear that plaintiffs' only purpose in seeking a declaratory judgment is to forestall if possible defendants' request for an inspection."

The motions were argued on Dec. 20-21 by David Shearer, representing the distributors, and by Benedict S. Deinard, for the exhibitors. Sargoy and Stein of New York are of counsel for the distributors.

Exhibitors Unite in Action

A total of 41 theatres were involved in the Roth case in Pittsburgh. When their request for audits was turned down by the operators of all 41 houses, the eight distributors filed separate suits against two of them. The theatremen thereupon joined in a single action against all eight distributors asking for a judgment to declare the license contracts unenforceable for illegality under the anti-trust laws, and for an injunction to restrain the distributors from demanding audits, threatening percentage suits, or proceeding with the percentage suits already filed involving the two theatres.

The distributors came back with 148 counter claims which otherwise might have been the subject of a separate suit. The distributors won their motion to audit the theatre records of the exhibitors and this was upheld, on appeal, by the Third Circuit Court of Appeals in Philadelphia.

Settlement had been pending for some weeks but the agreement did not become effective until the weekend, when the last exhibitor signature was affixed and arrangements completed.

Holiday Box-Office

(Continued from page 1)

ing the biggest business are "Twelve O'Clock High," "Prince of Foxes," "The Great Lover," "The Hasty Heart," "Bagdad," "My Foolish Heart," "Adam's Rib," "The Inspector General" and "The Heiress."

2½-Million TV Sets in 1949

Frank M. Folsom, president of RCA, reports that at the end of 1949 the wholesale value of all television sets purchased by the American public exceeds \$1,000,000,000 and contrasts this with the automobile industry, which he states, required more than 10 years to achieve a similar status.

Folsom reported that 2,500,000 sets were produced and sold in 1949, some 500,000 more than predicted. He said the outlook for 1950 is exceptionally good with 3,500,000 to 4,000,000 video receivers expected to be produced and sold, bringing the total number in use by the beginning of 1951 to more than 7,000,000. He claimed the potential television audience will then number at least 25,000,000 persons.

Television Manufacturing Hits a Record: 414,223 Sets in Month

WASHINGTON, Jan. 2.—Production of television sets sky-rocketed to a record 414,223 sets in November; 2,121,836 sets were produced in the first 11 months of 1949, the Radio Manufacturers Association reports.

Para. Asks FCC to Permit TV Transfer

WASHINGTON, Jan. 2.—Paramount has asked the Federal Communications Commission for permission to transfer control of Paramount Television Productions and its Los Angeles radio holdings to the new picture firm.

Last week the Commission refused to act at this time on a similar application to transfer to the new theatre company the radio holdings controlled through Balaban and Katz Corp. and Paramount-Richards Theatres.

Again Asks Earlier Phonevision Tests

WASHINGTON, Jan. 2.—Zenith Radio Corp. has asked the Federal Communications Commission to reconsider its decision not to permit an immediate limited test of Phonevision in the Chicago area. The Commission earlier this month, in a five-to-two decision, refused to permit an immediate test but rather set the entire Phonevision question down for a hearing on Jan. 16.

5th & Walnut

(Continued from page 1)

ever, the high court, by a 7 to 0 vote, with Justices Clark and Douglas abstaining, refused to hear the appeal.

In asking the high court for a rehearing, Fifth and Walnut stressed the importance of its case to the industry as a whole. It pointed out that the lower courts in its case had refused to admit in evidence "The adjudications of illegality made final by this court in the Paramount case." Some 93 anti-trust suits are pending in various courts against Paramount case defendants, it argued, and in nearly all of these plaintiffs must rely on the proof of conspiracy unearthed by the government in the Paramount case.

Fire in Tenn. Theatre

CLEVELAND, Jan. 2.—Bohemia Theatre, in a blaze starting in the furnace room, suffered \$15,000 damages.

Across the country only Motion Picture Daily gets this kind of attention

Arnold Marks

Monster Color Ad Heralds DeMille's Latest Spectacle

CHRISTMAS MAIL PROBABLY DELAYED the arrival of Motion Picture Daily, film industry trade paper, but the issue which arrived on Friday proved unusual.

A double-page spread, printed in bright red, boldly announced: "Paramount believes that the biggest boxoffice news ever printed in Motion Picture Daily since it began publication on January 2, 1918 appears in this issue. That's why we've taken Paramount's biggest trade ad to tell it to you!"

Then there's a little note to "Raise this page and read:"

But that's only the first step. There's a bit more unfolding to do. The entire ad, not including the original double page spread, measures eight columns by 36 inches. It's printed in four colors and announces the world premiere of Cecil B. DeMille's "Samson and Delilah," which opened Wednesday at both the Paramount and Rivoli theatres in New York.

The film stars Hedy Lamarr and Victor Mature in the title roles. A huge cast includes George Sanders, Angela Lansbury and Henry Wilcoxon.

NIGHT SPOT NOTES—Tried

Portland favorites, providing zany xylophone melodies and a bit ballet.

SATURDAY NIGHT fare Amato's includes the thrill' Coleman Brothers quintet, a pair of feather-footed dan Alston and Young, Cotton favorites. The boys go to with hot piano, song and numbers.

A NOTE FROM the Mus'... discloses that Gita Gilmo rotund ex-Army sergeant his "Diamond Lil" person: a "Baby Snooks" get-a salutes Santa with a novel "All I Want for Christmas Two Front Teeth." Betty I of the few girl singers to "Mule Train," trades he, for a more seasonable "Rudolph the Red N deer." She also does "Here Comes S"

Oregon Journal
Dec. 25, 1949

"BEST" **FROM COAST TO COAST!**

"Best picture of year."

Winner, Annual Award N.Y. Film Critics

"Most exciting film this year."

Life mag.

"Year's best picture."

Washington Star

"Rates all Oscars for year."

L. A. Daily News

COLUMBIA PICTURES presents

ROBERT ROSSEN'S PRODUCTION of

ALL THE KING'S MEN

Based upon the Pulitzer Prize Novel "All The King's Men"
by Robert Penn Warren

with
Broderick CRAWFORD • Joanne DRU • John IRELAND
John DEREK • Mercedes McCAMBRIDGE

Written for the Screen and Directed
by ROBERT ROSSEN

**FIRST
IN
FILM
NEWS**

MOTION PICTURE DAILY

**Accurate
Concise
and
Impartial**

VOL. 67. No. 1

NEW YORK, U. S. A., WEDNESDAY, JANUARY 4, 1950

TEN CENTS

1950 Seen as Decisive Year For the MPEA

Prospects Brighten for 'Iron Curtain' Inroads

By CHARLES L. FRANKE

The year 1950 is expected to be one of important decisions with respect to the operations of the Motion Picture Export Association.

Additionally, it is expected to be a year of progress for American films in overseas areas where the MPEA is now operating, and a year of new inroads into areas that have been excluding Hollywood product.

American distribution circles here have taken encouragement from MPEA managing director Irving Maas' recent disclosure that there are grounds for optimism that American

(Continued on page 5)

Ferguson Retiring; Joseph Is Switched

William R. Ferguson, with M-G-M for 30 years, mostly as exploitation director, will retire from the company within the next few weeks, Howard Dietz, vice-president and director of advertising-publicity, announced here yesterday. He will be succeeded by Dan S. Terrell, who has been assistant to Ernest Emerling, Loew's Theatres advertising-exploitation head.

At the same time Dietz announced that John Joseph, who joined M-G-M last March, will assume charge of the company's publicity activities in the East. He will take over the post

(Continued on page 5)

Agnew and Casanave Entering Production

The Neil Agnew-Charles L. Casanave independent distributing organization, Motion Picture Sales Corp., will bow into the production field with the filming of the French novel, "A Man Scans His Past," on a co-production basis with Terra Films of Paris, with the Agnew-Casanave corporation financing the American end of the production cost. The new setup whereby Motion Picture Sales will participate financially in the production of films has been entered into by Agnew and Casanave for the purpose of guaranteeing a constant flow of product for M. P. Sales.

MORE N. Y. RECORDS SET AS WHIRLWIND RECEIPTS HOLD

Television Changes Name of the SMPE

The name of the Society of Motion Picture Engineers has been officially changed to the Society of Motion Picture and Television Engineers, it was announced yesterday by Earl I. Sponable, president of the Society.

Endorsed originally by the board of governors of the Society in June, 1949, and discussed at the business meeting during the SMPE fall convention in Hollywood, the change of name was then submitted as a proposal to the entire voting membership by letter ballot in November. The count of bal-

(Continued on page 4)

Fox Heads 20th's British Production

LONDON, Jan. 3.—Fred Fox has been placed in charge of 20th Century-Fox British production here, replacing Lyman Munson, who resigned last month for reasons of health.

The company also announced the appointment of Ben Lyon as a talent and production executive here. Three British productions will be made by 20th-Fox in 1950, "Mudlark," "No Highway" and "Interpol."

RCA Has New 'Package' Deal for Drive-in Theatres

A "packaged" drive-in sales plan designed to take the planning and construction problems out of launching a drive-in theatre has been established by the theatre equipment sales division of RCA.

Organized to help exhibitors "buy in" quickly on the fast growing drive-in business, according to RCA, the program offers the prospective drive-in operator "economies and freedom from multiple-contract worries" by grouping all requirements except the site and operating personnel.

Wrapped up and delivered in a single package, under the new plan, are design, construction, equipment and servicing. Specifically, the RCA "package" will include:

Planned layout specifications adapted to topographical requirements of the site; construction, including drainage, grading, ramping, screen tower, projection booth, ticket booth, concession stand, entrance, parking area, en-

(Continued on page 5)

Broadway showmen dusted off their choicest superlatives for their reports on first-run business this week which, in some spots, actually is even ahead of the exciting revenue of last week. The crowds kept coming, contributing dollars galore to the box-office custodians in the sector.

Now the Mayfair is in with notice of record business, chalked up by "Sands of Iwo Jima." The film promises to give the house about \$64,000 in its first week which is a new high for a regular-scale run there and exceeded only by "Gentlemen's Agreement" at \$240 top.

Radio City Music Hall, which did a record \$172,000 last week with "On the Town" and the Christmas stage presentation, figures to draw a new

(Continued on page 4)

Reels Hit, Shorts Urged by N. J. Allied

A sharp indictment of newsreels and an earnest defense of good short subjects have been made by Allied of New Jersey in the organization's first report of the year, issued yesterday to members. Although unsigned, the report is understood to have been drafted by Jersey Allied president Wilbur Snaper.

"Many companies," the report stat-

(Continued on page 4)

Compo to Send Tax Data to All Exhibitors

Will Advise on How to Fight 20% Federal Levy

The tax committee of the Council of Motion Picture Organizations will swing into high gear late next week with a mailing to virtually every exhibitor in the country of data on what he can do to get the Federal ticket tax cut.

The exhibitors will be told how to hold meetings, whom to contact, what to say, and other information. "For a change, we're going to organize things pretty closely," a COM-PO official said.

The mailing is set to go to the printers, but is being held up to see if any last minute changes are required as a result of President Truman's

(Continued on page 4)

Walsh Is Named Comerford Buyer

SCRANTON, Pa., Jan. 3.—Tom Walsh has been named film buyer for Comerford Theatres, replacing John Nolan, who is taking a leave of absence of indefinite duration.

Walsh has been film buyer for Comerford in the Binghamton, N. Y., area since 1936, and before that was with RKO. He will establish headquarters here, assuming his new post immediately.

Nolan has been head film buyer for Comerford Theatres since 1936. Prior to that he was a distribution executive with Fox Film here and in Australia.

Arnall Interested In Ga. Governorship

ATLANTA, Jan. 3.—Apparently again confirming his interest in holding public office here, Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, has asked Attorney General Eugene Cook for an official opinion on his eligibility to run for governor of Georgia in 1950.

Specifically, Arnall asked whether he disqualified himself from seeking the post again when he remained in office five days beyond the allotted time during his "two-governor" dispute with Herman Talmadge.

Arnall, now on a lecture tour, could not be reached for comment.

Says 'Jolson' Sold Flat or Under 60%

"Jolson Sings Again" is now being sold for less than 60 per cent and, in scattered instances, has been sold flat rental, it is reported by Allied of New Jersey in its first bulletin of the new year to members.

The flat deal for the Columbia release, which caused so much controversy between the company and organized exhibitors during the latter months of 1949, was, according to Jersey Allied, 33-1/3 per cent higher than the exhibitor paid for "Fuller Brush Man" (also released by Columbia) "which he ran on percentage."

Personal Mention

HAL WALLIS is in New York from the Coast for conferences with Paramount executives.

WILLIAM T. SCHULTE, owner of a circuit of drive-in theatres, operating out of Detroit, is in Redford Receiving Hospital in that city after sustaining an arm fracture and internal injuries in an automobile accident.

CHARLES W. TRAMPE, head of Monogram Midwest Film Service and exhibitor in Milwaukee, has been discharged from the Mayo Clinic at Rochester, Minn., where he underwent surgery.

EDWARD T. CHEYFITZ, assistant to Motion Picture Association of America president **ERIC JOHNSTON**, has returned to Washington from New York.

DAVID BEZNOR, attorney for the Colosseum of Motion Picture Salesmen of America, arrived in New York yesterday from Milwaukee by plane.

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, left here yesterday for Atlanta.

LEON BRANDT, Eagle-Lion advertising-publicity director, left here yesterday for Cincinnati.

Letters

'Daily's' 'Samson' Ad Pre-Sells Woodin

To the Editor:

I've been watching Paramount's great announcements of "Samson and Delilah" and was really thrilled to see this company taking advantage of the trade press pages to do a real job of pre-selling a great motion picture. Then I open my *MOTION PICTURE DAILY* and see the most outstanding trade paper advertisement in my memory actually slap me right in the face. Remember I said, "Tell them loud and often." Brother, here is a case of Paramount not only telling me loud but actually yelling at me.

[Mr. Woodin refers to *MOTION PICTURE DAILY* of Dec. 19, which carried eight pages of special advertising on "Samson and Delilah." When opened up, six of these pages took on the appearance of a one-sheet].

I haven't even bought the picture, but I can hardly wait to get on the air with my radio program because I'm so enthused about this picture as a result of you having pre-sold me through the trade press that I'm going to start pre-selling it right now on my own radio show, and probably for many weeks to come.

In my open letter of a few weeks ago, I included all producers. As far as I'm concerned, this particular

Boom Wm. J. Clark For ICC Vacancy

Philadelphia, Jan. 3.—William J. Clark, executive vice-president of National Film Service, president of Clark Film Service, and presi-



William J. Clark

dent of Clark Film Distributors, Philadelphia, is being boomed for appointment to the Interstate Commerce Commission of the U. S. A widely recognized authority on transportation and film distribution, Clark served as regional director of the Office of Defense Transportation for eight Eastern and New England states during the war. He is a brother of James P. Clark, former chairman of the Democratic city committee here. His name is expected to be presented to President Truman by Senator Francis J. Myers for appointment to the ICC vacancy created by the death of Carroll Miller.

Depinet, Brecher at Salvation Army Rally

The Salvation Army's 70th anniversary appeal "Open House" at the Hotel Astor here this afternoon will have many prominent motion picture personalities present, including Ned E. Depinet, president of RKO Radio, and Leo Brecher, president of Metropolitan Motion Picture Theatres Association, who was chairman of the motion picture division promotion and publicity committee for the 1949 drive.

The industry will be paid a special tribute during a broadcast emanating directly from the affair over station WJZ. Representing the Associated Motion Picture Advertisers for the drive will be Phil Williams of *Fortune Magazine*.

Meanwhile, the largest publicity committee ever organized for a Salvation Army campaign in New York has been recruited for the anniversary appeal.

edition of *MOTION PICTURE DAILY* takes Paramount off this list to whom this open letter was addressed. Great work, Paramount, keep it up. Now come on, the rest of you producers. You've got some great shows. Tell us about 'em "loud and often." Pre-sell us. And then we'll sell 'em to the public. It's that simple.

Note to other producers: You're doing better on those trade paper ads, but take a tip from Paramount and let's see who can outdo or even equal that spread in *MOTION PICTURE DAILY* on "Samson and Delilah." Personally, I don't think you can beat it. This is a challenge to you all. —LARRY WOODIN, Manager, Arcadia Theatre Co., Wellsboro, Pa.

MPEA Still Aims for Jan. 15 Meet on UK-US Film Pact

WASHINGTON, Jan. 3.—The Motion Picture Export Association is still aiming for an "around Jan. 15" date for the meeting to discuss strategy in the coming talks with Britain on revision of the Anglo-American film agreement.

Motion Picture Association of America officials said that MPAA president Eric Johnston, in Hollywood for a week, will leave there about Jan. 7 for Hawaii on a week of United Airlines business. He will then return here around the 15th. The MPEA board meeting will follow close on his return, probably in New York.

E-L Will Augment 'Treason' Promoters

Bernard Estes, who has been a member of Eagle-Lion Films' three-man exploitation team assigned to advance promotion of "Guilty of Treason," has resigned, it was announced here by Leon Brandt, E-L director of advertising-publicity, who disclosed yesterday that additions will be made to the team.

The "Guilty of Treason" exploitation team, which is now setting up long-range promotions and national tieups, will handle the film up to and including the regional premieres in Boston, Cincinnati and Cleveland. The team now consists of Herb Drake and Ed Dowden.

\$300,000 Claimed for 'Outlaw' at 21 Houses

HOLLYWOOD, Jan. 3. — Howard Hughes' "The Outlaw" opened its nationwide showing as an RKO Radio release over the holiday week-end in 21 cities, including 20 RKO theatres and one independent situation, and appears to have rolled up a gross in excess of \$300,000 for the three-day period, the company reports.

At the RKO Boston Theatre, an all-time gross of \$70,000 is claimed, with the house record for a single day broken on Sunday, with a \$14,000 take.

Miss Emma Cox, 63

MEMPHIS, Jan. 3.—Miss Emma Cox, 63, owner of the Gem and Joy theatres at Osceola, Ark., a member of the Tri-States Theatre Owners Association and a member of the board of directors of the Theatre Owners of America, died on Sunday at Baptist Hospital here, where she had been a patient since Dec. 27.

20th Shows Hypnotism

The press (trade and otherwise) yesterday was treated to a demonstration of hypnotism through the courtesy of 20th Century-Fox. Following a screening at the home office of the company's "Whirlpool," in which hypnotism figures prominently, Dr. Fritz Polgar, Hungarian-born hypnotist, put publicist Morton Schwam into a hypnotic trance.

Newsreel Parade

NEWS and sport reviews of 1949 are highlights in three of the current newsreels. Other items include current sports, fashions and a Hollywood premiere of "Hasty Heart." Complete contents follow:

MOVIETONE NEWS, No. 2—Review of sports in 1949.

NEWS OF THE DAY, No. 236—News reel digest of 1949. Greatest Americans of the half-century.

PARAMOUNT NEWS, 39—The year of 1949 in review.

TELENEWS DIGEST, No. 1—Japan: protest at Russian Embassy. British aid Red China. Czechoslovakia: children trained for defense. Washington opinion voiced by: Ambassador Allen; Senator Wherry; Representative Dingle; Senator Thomas; Leon Keyserling. New York: scientists convene. New York: small-fry fashions. Model of the year.

UNIVERSAL NEWS, No. 314—Water rescue in Texas. Japan's prince in school. Modern art puzzles Spain. English circus. Paris presents gracious living. Hockey.

WARNER PATHE NEWS, No. 41—World news from Australian and Israeli governments. Germans flee East zone. "Hasty Heart" premiere in Hollywood. Talking horse. Judo school. Basketball.

Emil Jannings, 63, Noted German Star

Emil Jannings, 63, noted German film actor who won the first Academy Award for his acting in Paramount's "Way of All Flesh," died on Jan. 1 at his home near Strohl, Austria, according to reports reaching here yesterday from that country.

When Jannings went to Hollywood in 1926 he was preceded by worldwide critical acclaim for his work in UFA films made in Germany. He returned to Berlin in 1929 with the advent of sound, resuming his career there in "The Blue Angel," the film that brought Marlene Dietrich to eminence. After the rise of Hitler, Jannings appeared in a number of Nazi propaganda films. The widow and a daughter survive.

Maude Bowman, WB 'Vet'

HOLLYWOOD, Jan. 3.—Maude Bowman, 77, employee of Warner's studio for more than 25 years, died Friday after a long illness. Mrs. Bowman was head of the studio's research department at one time and was the publicity department's employee of longest continuous service having been connected with both the censorship office of the studio and the fan mail office.

Harry L. Graf, 70

Harry L. Graf, 70, veteran industry advertising artist connected at various times with M-G-M and Universal, died of heart disease at his Manhasset, L. I., home on New Year's Day. The widow, Mrs. Anne Graf of Manhasset, three brothers and three sisters survive.

Howard C. Hickman

HOLLYWOOD, Jan. 3.—Services were held here today for Howard C. Hickman, veteran actor and director, who died unexpectedly on Saturday. The widow, Bessie Barriscale, star of silent films, and a son survive.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

HONOR ROLL

"TAKE ME OUT TO THE BALL GAME"	"THE STRATTON STORY"
"LITTLE WOMEN"	"IN THE GOOD OLD SUMMERTIME"
"COMMAND DECISION"	"ANY NUMBER CAN PLAY"
"THE BRIBE"	"THE DOCTOR AND THE GIRL"
"THE BARKLEYS OF BROADWAY"	"THAT FORSYTE WOMAN"
"THAT MIDNIGHT KISS"	"ADAM'S RIB"
"NEPTUNE'S DAUGHTER"	"ON THE TOWN"

and many more M-G-M triumphs!

**"WAIT! DON'T CLOSE
THE BOOKS YET!"**



A GREAT FINISH TO A GREAT YEAR!

Our Anniversary Year was brimful of M-G-M Box-office hits, but Leo always finishes in a blaze of glory! Look!

"ON THE TOWN" (Technicolor)

Sets all-time record for biggest week in 17-year Music Hall history! Terrific nationwide!

"BATTLEGROUND"

New special pre-release engagements confirm New York and Los Angeles verdict of box-office smash!

"EAST SIDE, WEST SIDE"

Launched to the nation at State, N. Y. socko World Premiere!

"ADAM'S RIB"

Continues its top spot as one of M-G-M's Biggest grossers of the year!

"AMBUSH"

Twenty holiday pre-release dates forecast big biz for M-G-M's BIG Western!

"KEY TO THE CITY"

Coast Preview riotously predicts "best Clark Gable hit in years!"

"THE REFORMER AND THE REDHEAD"

Wow! Press-time flash! Another Preview! Another M-G-M comedy sensation!



SURE! IT'S "M-G-M NIFTY IN 1950!"

Set Hearings On Loop Runs

CHICAGO, Jan. 3.—Hearings for both Warner's and Metro's petitions filed last week seeking extended runs in the Loop on "The Hasty Heart" and "Battleground," respectively, are to be conducted on Thursday before Federal Judge Michael J. Igoe of U. S. District Court. Warner attorney Vincent O'Brien is asking for a four-week run for "Heart" to play at the Balaban and Katz State Lake Theatre. Metro, represented by Attorney Miles Seeley, is asking for an indefinite run and will then offer the film to all first-runs under bidding. Thomas McConnell, Jackson Park attorney, will oppose both petitioners.

'Hamlet' Booked Into RKO's N. Y. Theatres

Lawrence Olivier's "Hamlet," which has just completed a 66-week engagement at the Park Avenue Theatre here, will go into RKO neighborhood theatres Monday, Tuesday and Wednesday, Jan. 16-18 for a limited booking. "Hamlet" will be shown in the RKO neighborhoods exactly as it was presented during its run at the Park Avenue. With nothing cut and normal admissions prevailing it will be shown continuously; there will be no reserved seats.

More N. Y. Records

(Continued from page 1)

high of \$177,000 this week, the third of the run. The greatest single day in the history of the house was last Saturday when \$35,500 was taken in. The Hall continued its regular admission scale with the exception of New Year's Eve when the first mezzanine (944 seats) was reserved at \$3.60. Long waiting lines at the Music Hall continued throughout yesterday.

Continuing at advanced admissions, "Samson and Delilah" still is helping itself to the largest share of coin for a single film in the first-run belt. The second week's gross at the Paramount is estimated at \$125,000 (about \$6,000 under the first week) and, at the Rivoli, the take is figured at \$60,000, or only about \$5,000 under the opening stanza.

Strand Near Capacity

Another huge new grosser this week is "Inspector General" with Vaughn Monroe at the Strand where business has been close to capacity almost continually. The show did about \$62,000 on Friday through Monday, indicating a splendid first week's total of about \$85,000.

"Battleground" also gained ground at the Astor which looks for about \$44,000 in a very strong eighth week. "Adam's Rib" with Eddy Duchin and the De Marcos on stage gave the Capitol its best holiday week in four years and should do about \$80,000. "East Side, West Side" is good, though not spectacular, at the State where the second week's gross is estimated at \$42,000.

With \$160,000 in for the first week, "Prince of Foxes" with Vic Damone topping the stage show is likely to give the Roxy about \$120,000 in the second. This is tremendous business despite the \$40,000 drop-off. Bolstered by the honors bestowed upon it by the New York Film Critics, "All

Reviews

"When Willie Comes Marching Home"

(20th Century-Fox)

MAKE a large note of this: "When Willie Comes Marching Home" will be among the brightest attractions of 1950 and one of the year's best comedies. That is quite a chin to stick out in this, the first week of this new year, but the chin is in no danger.

"Willie" is Dan Dailey, who wants to go to war but is kept at home teaching aerial gunnery. He would have had an uninterrupted record of good service and good conduct medals at that if chance hadn't opened up a spot for him on a B-17, England-bound. The next four days establish him as an unwitting and constantly astonished hero. He blunders into the first motion pictures of Germany's new V-2 rocket, dodges shot and shell while a British R-boat hurries him and his find to London. There, the Big Brass takes him over and practically apart, rushes him by special plane to more Big Brass in Washington which catalogues his information and his whereabouts as top secret.

Already reduced to a level of home town popularity where even the local dogs snap at his heels, Dailey is taken alternately for a deserter, a psychopath and a liar by his parents and his girl. When the M.P.'s pound the door, parents and girl are convinced it can only be trouble. It isn't. It's the blundering hero off for Washington by special plane, there to be awarded a Presidential citation for services beyond the call of duty.

There is considerably more detail to this ingenious and fresh story compounded into a clever and witty screenplay by Mary Loos and Richard Sale, from a story by Sy Gomberg. But the framework should be sufficient to convey the idea. The laughs come often, stay long and move into the hilarious stage time after time. While the script may have been rich in possibilities, some knowing hand had to translate them from typewriter to screen. That knowing hand is John Ford's. This is his first effort at comedy, but obviously it should not be his last. He is that good.

On the acting side, this is practically Dailey's show. He does a first-rate job at large and is particularly good in the last stretches when he finds himself fighting off bewilderment, wine and brandy and sheer exhaustion. Supporting players—all competent—include William Demarest as Dailey's father; Evelyn Varden, his mother; Colleen Townsend, the girl friend, and Corinne Calvet, the attractive leader of the French Maquis, who photograph the German secret weapon and practically shove Dailey into British hands and ultimate fame. Fred Kohlmar produced and ought to be happy over the results.

Running time, 82 minutes. General audience classification. For February release. RED KANN

"Montana"

(Warner Brothers)

PUT Errol Flynn in a big, strapping Western in Technicolor and you have at the outset a picture of considerable appeal for a large segment of the ticket-buying public. That is just what Warner Brothers has done in "Montana" and by way of acting support for Flynn there has been added Alexis Smith, S. Z. Cuddles Sakall and Douglas Kennedy.

The story is in the conventional outdoor Western mold. Cause of the basic conflict is the fact that the cattle barons of the territory have an almost hereditary hate for the sheep ranchers. Flynn, as a sheepman fresh from Australia, strays with his flock into forbidden territory, only to invite disaster for both his men and his stock. Seeking vengeance, Flynn poses as a merchant, and enters the town where the leaders of the cattlemen are headquartered.

Ray Enright's direction punctuates some of the heavy going with light, comic touches, most of which are contributed by Sakall, as an itinerant peddler. As Flynn tries to get at the core of the villainy, there emerge numerous battles, of both fist and pistol, with Kennedy, a ranch owner, usually in the opposite corner. One of the highlights of the picture is a tumultuous stampede of cattle over the sheepmen. As for the romantic complications, it happens that Miss Smith is on the side of the cattlemen. As such, she is either kissing or clouting Flynn, but in the end the kiss wins out. The screenplay, by James R. Webb, Borden Chase and Charles O'Neal is rousing if not particularly original. Many of the outdoor action scenes are strikingly effective, considered in the genre. William Jacobs produced, and the screenplay was based on a story by Ernest Haycox.

Running time, 76 minutes. General audience classification. Release date, Jan. 28. MANDEL HERBSTMAN

the King's Men" at the Victoria is climbing to an excellent eighth week's gross of about \$29,800, which is better than the opening week.

At the Criterion, "Bagdad" is holding up fair enough with about \$20,000 apparent for the second week. Similarly, "Pirates of Capri" should reach about \$20,000 in a second week at the Globe.

"Hamlet" finally bowed out of the Park Avenue last night with the gross for the last week, the 66th, being estimated at \$10,500, unusually good. In its 63rd week, "The Red Shoes" probably will provide the Bijou with very handsome business, estimated at \$14,500. Extra performances were given during the holidays at both spots.

SMPE Name

(Continued from page 1)

lots approved the change of name by an overwhelming majority.

Outstanding among the reasons for the change are the increasing mutual interests of technical people in both motion pictures and television, as well as the Society's active participation in the development of new television techniques, such as its new test film for television station use. In addition, the Society has filed a brief with the Federal Communications Commission proposing specifications for a nationwide theatre television system. It feels, therefore, that the change of name is a logical step.

Berger's Aim: One US Exhibitor Group

Minneapolis, Jan. 3.—Without revealing the course he would pursue, the aim of Ben Berger if he succeeds to the presidency of National Allied States would be the merging of all exhibitors into a single national body to be governed by the independents, it is reported here.

Compo Tax Data

(Continued from page 1)

forthcoming messages to Congress.

The President is expected to ask for some excise cuts and offsetting boosts in other taxes. There is a good possibility, however, that he may not say what taxes he wants cut until a separate tax message is sent later in the month.

Meanwhile, there were these other developments on the excise tax front in Washington, as the second session of the 81st Congress got under way yesterday:

Excise taxes seemed slated for some early talking and voting in the Senate, as leaders promised to bring up today a House-approved bill to repeal Federal taxes on the sale and manufacture of oleomargarine. Dairy state Senators, fighting the oleo bill, plan to offer an excise-cutting amendment. It is expected that this will be defeated. Senate leaders contending this bill is not the proper place to cut excises and that senators will be given a chance later in the session to vote on excises. House Speaker Rayburn said he would work against any excise amendment on an oleo bill if approved by the Senate.

Rayburn also said he favored handling all tax changes in one bill this session, that he did not think the House would move too rapidly on taxes, and that he favored increasing taxes to offset any revenue losses from tax cuts. He would not say whether he personally favored excise reduction.

Rep. Reed, Republican of New York and ranking minority member of the House Ways and Means Committee, introduced a measure to cut excises, including admissions, ease double taxation on corporate dividends, limit all taxes to 50 per cent of net income, increase personal exemptions from \$600 to \$700, ease capital gains taxes, and repeal the two per cent tax on filing consolidated returns.

Rep. Clemente (D., N. Y.) introduced a bill to repeal the tax on admissions to motion picture theatres, and Rep. Davenport (D., Pa.) introduced one to reduce the admission tax to 10 per cent.

Shorts Urged

(Continued from page 1)

ed, "look upon short subjects as unwanted children but fail to realize that many exhibitors, especially those with single feature policies, look to short subjects to make a good program just as a double feature man looks to a second feature to prop up his show."

Newsreels were described as "just another single on your screen and not a good one." The report stated that "between newspapers and television, even pre-release newsreels are now nothing better than reading last week's papers."

MPEA in '50

(Continued from page 1)

product will be exhibited in Russia in the foreseeable future. It is reasoned that if Russia closes a deal for a block of American-made pictures, that will augur well for the importation of Hollywood product by other "Iron Curtain" countries, namely, Bulgaria, Romania, Hungary and Poland.

Independent Operations Begin

This week M-G-M, United Artists, Allied Artists, Republic and Columbia commenced operations in Germany completely independent of the MPEA. Paramount, RKO Radio, 20th-Fox, Universal and Warners began yesterday to operate in partial independence of the Association. MPEA will handle physical distribution in the Reich for the latter companies. The former group will handle their own physical distribution individually. All have inaugurated their own sales, booking and advertising-publicity operations.

If the independent German operations prove more economically beneficial than were MPEA operations in Germany, it is likely that when MPEA's contract in Austria expires next August independent operations will get underway in that country. On the other hand if, in line with veteran distribution executive George J. Schaefer's warning, the increased cost of overhead in Germany under independent operations should prove to be an unsatisfactory element of the new Reich program, it is likely that the Austrian contract will be renewed for at least another year.

Other MPEA contracts which will expire in August cover Bulgaria, Romania, Hungary, Yugoslavia, Russia and Poland. It is said to be certain that they will be renewed. Those countries conduct their motion picture operations in monopoly form, and the MPEA, operating under the Webb-Pomerene Act which permits of unified U. S. company action to deal with foreign monopolies, is necessary to the industry's activities in those "Iron Curtain" areas.

See Renewal in Japan

The MPEA contract covering Japan also expires next August. Charles Mayer, MPEA managing director in that occupied country, has indicated that 1950, like 1949, will be a "boom" year for U. S. film operations in Japan. In light of the outstanding success of MPEA operations in Japan and because it no doubt will remain an occupied country through 1950, it is held to be virtually certain that MPEA's contract there will be renewed.

Actually, the MPEA board will meet in New York about three months prior to the August deadline for the Association's pacts to make its decisions with respect to renewal or discontinuance in the respective nations.

This week independent operations

AVAILABLE

Young woman, Export film executive now actively engaged in American films export to Germany and Continent desires new connection offering opportunities for advancement. Salary no object. Box 433, MOTION PICTURE DAILY, 1270 Sixth Ave., N. Y. 20.

Review

"D.O.A."

(Popkin—United Artists)

A FIRST-CLASS excursion into melodrama is made in Harry M. Popkin's "D.O.A." Considerable adroitness has been shown by Rudy Mate in the direction of a fresh and imaginative screenplay. The result is a picture that unfolds with continuous excitement. It should receive deserved popularity.

"D.O.A." is a police designation meaning "dead-on-arrival." As the story opens, Edmond O'Brien, who has the leading role, tumbles into a Los Angeles police station to report a murder—his own. O'Brien has gotten into his system a rare poison for which there is no antidote . . . limiting his survival to a matter of hours, or at best, a few days. As O'Brien starts to tell his story in fevered retrospect, it takes on the quality of a dire prophesy being nightmarishly fulfilled.

O'Brien has had some disagreements with his girl, Pamela Britton, and decides to go off for some fun and rest while thinking things over. One evening, while drinking in a nightclub, something is slipped into his drink by a stranger. Shortly thereafter O'Brien learns about his incurable plight. He begins a series of grueling adventures to determine why he had been poisoned. His desperate flights and pursuits finally result in the unraveling of the mystery. He learns he was poisoned because once he innocently notarized a document for an underworld gang, and thus became a potential danger to it. O'Brien and Miss Britton give highly satisfactory performances, with convincing support coming from Luther Adler, Beverly Campbell and Neville Brand. Popkin produced, from a story and screenplay by Russell Rouse and Clarence Greene.

Running time, 83 minutes. General audience classification. Release date, not set. M. H.

got under way also in Indonesia where all but two companies, Allied Artists and Republic, will continue to utilize MPEA facilities for physical distribution. All companies, however, will handle their own individual selling, booking and advertising-publicity in Indonesia.

MPEA's contract covering Czechoslovakia, where MPEA Eastern European supervisor Louis Kanturek makes his headquarters, in Prague, will not expire until Dec., 1952.

All in all, it is said, indications are that the MPEA will be functioning abroad for the U. S. industry for an indeterminate time. And said to be a significant sign in that direction is the "trouble" which the American distributors have been having with Holland's film monopoly Bioscoop, since completely independent operations got underway in that country early this year.

MPEA'S Hungarian Operations in Doubt Following 'Red' Seizures

Reports from Budapest that Hungary's Communist government has seized a large number of foreign-owned companies have created concern in industry circles here over possibilities in connection with Motion Picture Export Association operations and staffs in that country.

Reporting that it has yet to receive word from MPEA Hungary manager Charles Matzner, the Association pointed out that for some time its operations in Hungary have been in a state of "suspended animation." No MPEA film has been released in Hungary since Feb., 1948, and the Hungarians "still owe us a lot of play-off time," the Association said yesterday. MPEA managing director Irving Maas was denied a visa to visit that country when he was on his recent Eastern European tour.

Variety Party a Hit

A capacity crowd of more than 150 persons were on hand to welcome 1950 at the New York Variety Club's New Year's Eve party. Numbers of couples who had failed to make reservations had to be turned away. S. J. Kaufman staged the entertainment. Radio and television newscasters took over the Club's office quarters.

WB and US to Talk Today on a Decree

Washington, Jan. 3.—Justice Department officials said here today that they do not expect to have the Warner consent decree negotiations wound up this week. Further conferences with Warner attorneys are expected tomorrow and possibly later in the week.

Boston Drive-in Row Moves to Legislature

BOSTON, Jan. 3.—A bill to prohibit the construction of drive-in theatres in the city of Boston within one mile of a church or a school was filed late today in the Massachusetts House of Representatives by Rep. Francis X. Joyce of Boston. The bill would include any drive-in which was not completed Jan. 1, 1950 and would especially apply to the action of ex-Mayor James M. Curley in granting such permits prior to leaving office.

RCA Package Deal

(Continued from page 1)

trance and exit roadways, electrical installations, underground wiring, display sign, and other items which enter into the erection of a modern drive-in theatre; equipment of the theatre with the latest RCA drive-in projection and sound equipment, tailor-made for individual needs; an RCA drive-in service plan providing for periodic inspection, maintenance; and emergency service for sound and projection equipment; arrangement of financing plans adjusted to individual requirements.

"RCA's new custom-engineered packaged drive-in plan has been developed to give exhibitors an opportunity to buy-in, right now, on the fast-growing outdoor entertainment medium, at astounding economies in both time and money," said J. F. O'Brien, manager of RCA theatre equipment sales, announcing the new drive-in package. He revealed that independent RCA theatre supply dealers are now accepting orders for the modern, low-cost "ozoners."

Ferguson Retiring

(Continued from page 1)

formerly held by Herbert Crooker, who will be given special assignments on specific pictures. Joseph has been serving as special aide to Dietz since he joined the company, shuttling back and forth from Hollywood. He is due to arrive from the Coast tomorrow, at which time he will assume his new duties.

Dietz's staff includes also Silas F. Seadler, advertising manager, and Howard Strickling, studio publicity head. Terrell will assume his new duties Feb. 1 when Ferguson will devote his future time to his own private interests.

Ferguson was president of the Associated Motion Picture Advertisers in 1934-35.

Terrell joined Loew's in 1940, as Washington advertising-publicity director. During the war, he was a specialist with the rank of major in the Army's Psychological Warfare Division, and spent three years overseas in Europe.



In 1918.. the great Army Comedy was "SHOULDER ARMS"

in 1950 it's "Francis"

...the greatest COMEDY to come out of this War!

A UNIVERSAL-INTERNATIONAL PICTURE

SEE THIS GREAT COLOR MOVIE FREE!

**"CARBON ARC
PROJECTION"**

SEE—WHY THE CARBON ARC GIVES
THE BRIGHTEST, SHARPEST PICTURE!

SEE—WHY THE CARBON ARC GIVES
THE RICHEST, MOST VIVID COLOR!

This fifteen-minute 35 mm color movie, "Carbon Arc Projection", took two years to produce... cost \$80,000... and has been called the finest thing of its kind ever made. Tells you the inside story of the what, why and how of the "National" High Intensity Carbon Arc. Shows you why this type of carbon arc gives finer screen visibility, better color balance, and keeps pa-

trons coming back to your theatre. A vivid, fast moving show. Every theatre manager and his staff should see it.

For bookings, write to NATIONAL CARBON DIVISION, Union Carbide and Carbon Corporation, P. O. Box 6087, Cleveland, Ohio.

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VOL. 67. NO. 1

NEW YORK, U. S. A., THURSDAY, JANUARY 5, 1950

TEN CENTS

Wright Again Hits Majors on 'Competition'

In Local Suit, He Says They Guard 'Monopolies'

WASHINGTON, Jan. 4.—Robert L. Wright, former Justice Department trust attorney, today accused the major film companies of being "willing to pay lip service to the principle of theatre by theatre competition" between independent and affiliated theatres "but quite unwilling to permit any concrete local application of the principle which will threaten a first-run theatre monopoly held by an affiliated exhibitor."

Wright made the statement in a
(Continued on page 4)

Martina Settles Suits With Dipson, Schine

BUFFALO, Jan. 4.—A \$900,000 breach of promise suit against Dipson Theatres, Batavia, and two Rochester concerns by Charles V. Martina, president of the Martina Theatre Corp., Albion, has been settled out of court, Donald D. Bentley, attorney for Martina, has announced.

The suit charged that the Emil Muller Construction Co. broke a contract for a lease with Martina for a new theatre in Rochester, which was leased to Dipson. Bentley said that settlement involved cash payment to Martina and, in addition, the construction firm agreed to build a 1,200-seat theatre in another part of Rochester to be leased to Martina.

He declined to reveal the amount of the settlement, but indicated it represented
(Continued on page 4)

U.K. Film Bank Has £ 870,000 Balance

London, Jan. 4.—Exchequer returns for the nine months ended Dec. 31, disclose that Britain's National Film Finance Corp. already has advanced to producers of this country £4,130,000, with only £6,000 hitherto recovered, leaving around £870,000 in reserve.

The corporation's officials do not believe substantial repayments are possible for at least another year.

State, Not U. S., Should Impose Taxes; Dewey Says

U-I Will Intensify Sales, Distribution Of Rank's Product

New plans to intensify sales and distribution of J. Arthur Rank productions have been formulated by Universal - International, William A. Scully, distribution vice-president, announced yesterday.

L. J. McGinley has resigned as special representative of the Prestige Pictures division of U-I, which has been devoted to the distribution of Rank product. Irving Sochin, who for three years has been U-I branch manager in Cincinnati, will be transferred to New York to devote his entire time to Rank productions sales.

Scully said that the majority of the Rank productions would be distributed through the Prestige sales unit
(Continued on page 4)

NEFC Subscribers Meeting to Be Set

All stockholders of the new National Exhibitors Film Co. are slated to convene within the next two weeks on general business preliminary to the start of actual operation in the financing of independent motion picture production.

However, while steadily approaching its initial capitalization goal of \$2,000,000, it will not be until that figure is actually realized that NEFC will embark on any financing program.

Specific date, place and agenda for the new meeting presumably will be set today when S. H. Fabian, president, Sam Pinanski, Ted R. Gamble and Robert W. Coyne reportedly take up the matter at a meeting here.

Court Reversal of Ball Decision Asked

WASHINGTON, Jan. 4.—The Supreme Court was asked today to reverse a decision by the Third Circuit Court of Appeals upholding an anti-trust action by Harry Norman Ball against Pennware Theatre Corp., its owners, and four major distributors.

The appeal to the high court was made by the defendants in the case, Pennware, Paramount Pictures, Inc., and A. N. Notopoulos, owners of Pennware, RKO, Loew's, 20th Century-Fox, and Paramount Film Distributing Corp.

ALBANY, Jan. 4.—Governor Dewey today told the State Legislature that "Federal taxes, approximating \$1,000,000, such as those on gasoline and amusements, should be given up and made available for state imposition."

Dewey's threat to place a state or local tax on theatre box-offices when the present 20 per cent Federal levy is reduced or eliminated was immediately followed by a new warning against "the shifting of tax sources" by Leonard L. Rosenthal, counsel for Albany TOA.

Rosenthal suggested the film industry draft a policy program on all state and local taxes. "By doing so," he said, "we would not be placed in the position of acting after state administrations and others propose a
(Continued on page 4)

Elect Carter Head Of Para.-Richards

NEW ORLEANS, Jan. 4.—Norman Carter has been elected president and general manager of Paramount-Richards Theatres, Inc., wholly-owned United Paramount Theatres subsidiary, which operates theatres in 18 cities in five Southern states. Paramount's purchase of the half interest of E. V. Richards, Jr., in the circuit became effective yesterday. While no longer associated in this operation, Richards will continue as head of United Theatres, which is his own circuit, and Theatres Service, Inc., a buying-bookings combine.

Carter has been assistant general manager of the circuit under Richards since 1933.

Gaston J. Dureau, Jr., chief buyer
(Continued on page 2)

US Films 'Best in Years': Prot. Council

Hollywood turned out more films in 1949 suitable for general family entertainment than in any previous year, the Protestant Motion Picture Council declared yesterday as it summarized its year's activity in appraising films.

"On the basis of the ratings during the past 12 months," the Council's statement said, "the movie industry is succeeding in its endeavor to give the public more wholesome and worthwhile pictures."

The Council, which previews films for Protestants, including 10,000,000 members of the United Council of Church Women, chose 12 features, one for each month of the year, as best
(Continued on page 2)

Will Ask for Cuts in Taxes, Truman States

Cites 'Inequities' But Discloses No Details

WASHINGTON, Jan. 4.—President Truman said today he will ask Congress for some tax cuts and some tax boosts, but he refused to give details at this time.

The President, in his State of the Union message, said that "to further improve our fiscal outlook, we should make some changes in our tax system which will reduce present inequities, stimulate business activity and yield a moderate amount of additional revenue. I expect to transmit specific recommendations on this subject at an early date."

Presumably some excise cuts would
(Continued on page 4)

Sachson Resigns As Goldwyn Sales Head

Arthur Sachson has resigned as general sales manager of Samuel Goldwyn Productions, effective as of yesterday, the company announced. Although his contract had until the end of 1951 to run, the break presumably came as the result of policy differences with Goldwyn. The two agreed on a settlement of the pact.

Sachson's duties will be absorbed by James Mulvey, president of the company, pending appointment of a successor which may take place when Goldwyn comes here from the Coast.

Formerly assistant general sales manager of Warners, Sachson was named to the Goldwyn post in 1946.

Nomikos Share in Grand, Chi., to RKO

RKO has acquired the 50 per cent interest of Van A. Nomikos in the operation of the Grand Theatre, Chicago first run, giving the company 100 per cent ownership. Meanwhile, RKO is continuing negotiations looking to the dissolution of its other partnerships with Walter Reade, Skouras Theatres and the Hyman Brothers in four theatres in Huntington, Va.

Thank Theatres for Aid to Salvation Army's Fund Drive

Industry efforts in behalf of the Salvation Army drive were strongly praised here last night by Ivor Kenway, vice-president of the American Broadcasting Co. Kenway spoke at the Salvation Army's 70th anniversary appeal "Open House" at the Hotel Astor. The program was broadcast over Station WJZ.

Kenway cited "the outstanding promotion accomplished for the Salvation Army last year" by New York theatres. This year he said the group is doing "an even finer job, which is very heartwarming to the Army as promotion in theatres is very important."

Among industry figures on the dais were Leo Brecher, president of Metropolitan Motion Picture Theatre Association, Phil Williams of *Fortune* magazine, representing the Associated Motion Picture Advertisers, D. John Phillips, also of MMPTA, Irene Rich and Basil Rathbone.

'Outlaw' Tops Record At Grand in Chicago

CHICAGO, Jan. 4.—"The Outlaw" broke the all-time gross and attendance record at the RKO Grand here with an estimated \$44,000 for the first week, ending tomorrow. "Caesar and Cleopatra" held the former record with \$37,000 at a straight 98 cents admission. Current scale is 50, 65 and 98 cents. "The Outlaw" also established a new high when it opened at the Oriental in 1946 with a first week take of \$78,000.

At the same time, "Sands of Iwo Jima" has set new attendance figures here and a near-record gross of \$37,000 in its first week at the Roosevelt Theatre.

Similar reports were received from the other 20 cities in which "The Outlaw" opened last week.

Correction

MOTION PICTURE DAILY regrets the error which resulted in the publication yesterday of a photograph which was not that of William J. Clark, executive vice-president of National Film Service, Philadelphia, in a story reporting the likelihood of Clark's name being presented for appointment to the Interstate Commerce Commission to fill a vacancy. The error was made inadvertently.

Weiser to Lippert Post

HOLLYWOOD, Jan. 4.—Marty Weiser, Warner publicist and exploitation man for the past 14 years, will join Lippert Productions on Jan. 16 as studio director of advertising and publicity. Jack Leewood, the present director, will move up to a production post.

Dual Premiere Set

Simultaneous world premieres of 20th Century-Fox's "Whirlpool" have been scheduled for New York and Chicago, Jan. 13 at the Roxy here, and the Oriental, Chicago.

Personal Mention

SAM SEIDELMAN, Eagle-Lion general export manager, will leave here today by plane for a two-week trip to Europe.

JOSEPH R. VOGEL, Loew's vice-president, and SEYMOUR MAYER, of Loew's International, returned to New York yesterday from London where they attended the inauguration of the new stage show policy at the Empire Theatre.

DAVID LIPTON, Universal-International advertising-publicity director, will leave Hollywood today for New York, with a stopover at Chicago.

IRVING LESSER, producers' representative, left here last night for Hollywood.

ROBERT MOCHRIE, RKO Radio sales vice-president, is in Hollywood from New York.

ALAN F. CUMMINGS, M-G-M exchange operations head, and his assistant, HAROLD POSTMAN, left here yesterday for Cleveland.

OSCAR MORGAN, Paramount short subjects and newsreel sales manager, will return here today from Kansas City and Chicago.

ABE DICKSTEIN, United Artists New York branch manager, will leave here today for Albany and Gloversville.

SAMUEL GOLDWYN is expected in New York from the Coast around Jan. 15.

\$25,000 Guaranty for Each Film in Reich

WASHINGTON, Jan. 4.—The Economic Cooperation Administration announced today that films approved for informational media guarantees for distribution in Germany during the coming six months will be allowed \$25,000 each toward rentals and distribution rights, in addition to out-of-pocket expenses on raw stock and distribution.

Since one or two companies may have as many as 15 features approved for guarantees, this means that these companies may get a total guaranty contract of as much as \$500,000. Out-of-pocket costs average \$5,000 for black-and-white films, \$20,000 on color features.

Film Carrier Burns

ATLANTA, Jan. 4.—Theatre Service, serving Atlanta exchanges, lost a truck by fire near Columbus, Ga., with a cargo of films from national exchanges valued at \$15,000. The truck and films were covered by insurance.

New Alhambra Policy

The RKO Alhambra Theatre in Harlem will introduce a new policy of stage presentations and first-run films, RKO reports. In preparation, the theatre's stage is being rebuilt and new seats, scenery, lighting, sound and other equipment are being installed.

Expand Dowden Post In Loew Realignment

In a realignment of Loew's Theatre advertising department services, Edward C. Dowden will serve as assistant for both New York and out-of-town advertising, publicity and exploitation. Ernest Emerling, national advertising director, announces that no successor will be appointed to Dan S. Terrell, who has been promoted to the post of exploitation director of M-G-M. Terrell was formerly assistant to Emerling.

Golden Hospitalized

WASHINGTON, Jan. 4.—Nathan D. Golden, Commerce Department film chief, has entered Emergency Hospital here for treatment of a kidney ailment resulting from World War I injuries.

US Films 'Best'

(Continued from page 1)

for the period from Dec., 1948 to Nov., 1949. The selections, in chronological order, are: "The Snake Pit," "Joan of Arc," "The Boy with the Green Hair," "Command Decision," "Down to the Sea in Ships," "The Stratton Story," "Home of the Brave," "You're My Everything," "Lost Boundaries," "Christopher Columbus," "Jolson Sings Again," and "Samson and Delilah."

Monogram Will Enter Short Subjects Field with 39 Reissues Made by M-G-M

Hollywood, Jan. 4.—Monogram will enter the short subject field with the reissue of 26 two-reel and 13 single-reel comedies originally produced and released by M-G-M, Steve Broidy, Monogram president, announces.

The films, obtained from Auerbach Film Enterprises, Ltd., will be known as "Little Rascals," and will feature Farina, Dickie Moore, Mary Kornman, Joe Cobb and others. Although terms of the contract prohibit billing under the original group name, the subjects were originally "Our Gang" comedies.

New prints, posters, and pressbooks have been prepared. The Monogram reissues will start March 1. The company has not previously participated in the short subjects field save for two special shorts distributed as feature attractions.

NEWS in Brief . . .

A SPECIAL luncheon meeting of the publicity, advertising and exploitation committee of the National Conference of Christians and Jews for Brotherhood Week will be held today at the 21 Club, Max Youngstein, committee chairman, announced. Plans for the Brotherhood Week observance, Feb. 18-26, will be discussed.

Seattle, Jan. 4.—The theatres owned by William Earls have affiliated with John Hamrick Theatres, it was announced today by John Hamrick. They are the Liberty and Venetian in Seattle and the Roxy in Encumclaw.

HOLLYWOOD, Jan. 4.—Year-end-tabulation of the industry's Permanent Charities Committee shows that \$1,092,689 has been subscribed so far in the fifth annual united appeal which brings the drive to within 19 per cent of its goal.

Hollywood, Jan. 4.—Attorneys for Dorothy Lamour moved to dismiss her suit against RKO, which charged breach of contract, and said that an amicable settlement had been made. Though no figures were given, it was understood that the star will receive approximately \$250,000 over a period of time during which she will not be required to make any pictures.

CHICAGO, Jan. 4.—Defendants in the Oriental Theatre case have been given until Jan. 13 to prepare objections to master-in-chancery Thomas J. Sheehan's recommendation that Essaness circuit turn over the keys of the Oriental to the Booth Management Corp. A hearing is to be held on that date before the master preparatory to a final hearing.

Hendry, Cohen Share Intermountain Post

SALT LAKE CITY, Jan. 4.—Appointment of Ray M. Hendry and Sidney L. Cohen as associate general managers of Intermountain Theatres, succeeding the late Tracy Barham was announced today by Leonard H. Goldenson, president of the company, in a wire received here from his offices in New York. Hendry and Cohen had been serving as executive assistants to Barham with Hendry as assistant general manager and Cohen as booker and buyer for the circuit which operates 27 theatres in Utah and Idaho.

Elect Carter

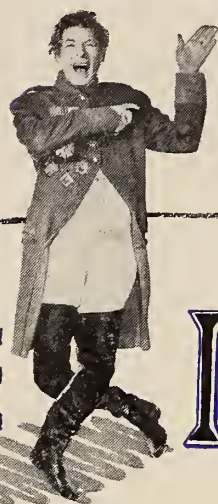
(Continued from page 1)

and booker for Paramount-Richards, has been elected vice-president; Maurice F. Barr, associated with Richards since 1916 in management, advertising and publicity, is secretary, and Harry K. Oliphant, formerly with the Saenger Brothers in Shreveport, is treasurer.

Richards moved to this city from Shreveport in 1915. He was co-founder there of Saenger Amusement Co. in 1909.

from WARNER BROS! The Company that's geared to Beat
every program in its history!

Now!



DANNY KAYE

the Inspector General

IN COLOR BY
Technicolor

THE HASTY HEART RONALD REAGAN ★ PATRICIA NEAL ★ RICHARD TODD

LADY TAKES A SAILOR JANE WYMAN ★ DENNIS MORGAN

ALWAYS LEAVE THEM LAUGHING MILTON BERLE ★ VIRGINIA MAYO

MONTANA ERROL FLYNN ★ ALEXIS SMITH

COLOR BY
TECHNICOLOR

CHAIN LIGHTNING HUMPHREY BOGART ★ ELEANOR PARKER

YOUNG MAN WITH A HORN KIRK DOUGLAS ★ LAUREN BACALL ★ DORIS DAY

GLASS MENAGERIE JANE WYMAN ★ KIRK DOUGLAS ★ GERTRUDE LAWRENCE

THE VICTIM JOAN CRAWFORD ★ DAVID BRIAN

PERFECT STRANGERS GINGER ROGERS ★ DENNIS MORGAN

ALFRED HITCHCOCK'S
STAGE FRIGHT JANE WYMAN ★ MARLENE DIETRICH ★ MICHAEL WILDING ★ RICHARD TODD

BRIGHT LEAF GARY COOPER ★ LAUREN BACALL ★ PATRICIA NEAL ★ JACK CARSON

DAUGHTER OF ROSIE O'GRADY JUNE HAVER ★ GORDON MACRAE

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IATSE Board Okays \$50,000 Bond Buy

The general executive board of the IATSE has approved the union's purchase of additional U. S. Government bonds of a maturity value of \$50,000.

Board's action followed a survey made by "IA" international president Richard F. Walsh and general secretary-treasurer William P. Raoul which revealed that the purchase could be made without impairing the funds available for the union's current operations.

Corey Here Monday On 'Jordon' Tour

Wendell Corey, star of the Paramount-Hal Wallis production, "Thelma Jordon," will arrive here Monday on the second leg of a month-long tour scheduled to cover approximately 15 key cities. His visit to New York will follow a two-day visit to Detroit, where he will have newspaper interviews and make radio and personal appearances in behalf of the film.

20th Buffalo Parley

BUFFALO, Jan. 4.—A one-day meeting to discuss distribution plans for 1950 will be held here today at the 20th Century-Fox branch.

U-I Rank Sales

(Continued from page 1)

but that special field work will be inaugurated through the branch offices for the purpose of creating new opportunities for their exhibition.

In revising distribution methods for these pictures, added concentration will be made to market them in the large metropolitan areas where they can receive specialized treatment from theatres which have been most successful with Rank productions in the past, it was said. However, any of the Rank productions that are considered to have general or mass appeal will be distributed along the conventional lines, it was added. Scully cited "Hamlet" as having done well in all types of theatres, and said there will be other pictures of that kind.

Martina Settles

(Continued from page 1)

sented profits his client could have realized from use of the original theatre until next Sept. 1, when Martina will occupy the new theatre.

Another \$2,255,000 damage suit, commenced in U. S. District Court more than 10 years ago, also was settled when the Schine Chain Theatre, Inc., and 12 major motion picture producers agreed to pay the Martina corporation an undisclosed amount.

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Reviews

"South Sea Sinner"

(Universal-International)

SHELLEY WINTERS, as a hip-swinging, wicked siren, is given a full-sized dramatic role in "South Sea Sinner." The picture is a lurid adventure tale, set in a small Pacific isle against a background of violence, tangled romance and intrigue. To make the mixture complete, there are passing touches of comedy, plus four songs which Miss Winters, as a cafe entertainer, delivers in grand manner.

The picture, with its wise-cracking dialogue and suggestive situations, may not constitute the ideal family audience entertainment, but its ingredients lend themselves to eye-catching exploitation, especially for transient trade houses dealing in thrills and sensations.

The screenplay by Joel Malone and Oscar Brodney, for all its vigor of action and involvement of plot, remains strangely static and stilted, with its latent excitement only occasionally coming to credible life. The plot deals with the efforts of Macdonald Carey to redeem his name. A former rubber company employee, he has been accused of selling rubber to the Japanese during the war. When Carey is taken off a tramp steamer following an emergency operation and deposited on a small island, several events happen in melodramatic fashion. Luther Adler, an oily cafe operator, goes snooping about menacingly, slapping a lot of faces. At his behest, Miss Winters goes to work on Carey in order to lure him into revealing his secret about the rubber deals. It is a cinch that she is going to fall in love with Carey and she does. Romantic matters grow a little more complicated when Frank Lovejoy, a pharmacist's mate, falls in love with Miss Winters, and Helena Carter, Carey's sweetheart, enters the scene. As the picture races to its pyrotechnical climax, there are some double-crosses, a murder, and considerable fistfuffs. But the finale sees Carey vindicated, and the real culprits punished. Romantically, Carey winds up with Miss Carter and Lovejoy with Miss Winters. Bruce Humberstone directed and Michel Kraike produced.

Running time, 88 minutes. Adult audience classification. Set for January release.

MANDEL HERBSTMAN

"The Hidden Room"

(Rank-Eagle-Lion)

KEEPING a romantic rival chained up in an abandoned bomb-site cellar seems like an extreme way for a husband to assure his wife's loyalty. All the same that's just what the protagonist does in J. Arthur Rank's "The Hidden Room." Despite this unusualness of story focus, the film, under the direction of Edward Dmytryk, is a highly satisfying adventure in melodrama. There is a subtle and sophisticated flavor to the dialogue, and interest in the story is consistently sustained. The picture's appeal is aimed at the general adult audience, but very likely it will find greatest favor among the more discriminating screen-goers.

Cast names have limited marquee attraction here. Robert Newton is the jealousy-obsessed husband; Sally Gray is his beautiful, philandering wife, and Phil Brown is the hapless playboy. Newton's master plan of revenge is constructed with mathematical precision. Before acting upon his intention of eliminating his rival's body through an acid solution, he keeps his victim well bound and fed. Thus should the police get on to his trail, he can always produce his victim, alive and kicking.

It is through the intercession of a Scotland Yard inspector that the victim is finally rescued. Naughton Wayne, as the casual, pipe-smoking inspector gives one of those wonderful characterizations that is rich in humor, insight and subtlety. An Independent Sovereign Films production, it was produced by N. A. Bronsten, from a screenplay and novel by Alec Coppel.

Running time, 93 minutes. Adult audience classification. Release date, not set.

M. H.

Wright Scores

(Continued from page 1)

reply brief filed in connection with the appeal of H. B. Meiselman, Charlotte exhibitor, from a District Court decision tossing out his anti-trust suit against the major film companies. Meiselman's appeal to the Fourth Circuit Court of Appeals will be argued by Wright in Charlotte on Friday.

Wright cited the fact that both the government and all the remaining defendants in the Paramount case have filed with the New York District court proposed final judgments incorporating the theatre-by-theatre licensing provision in the Paramount consent decree.

"The statement of the distributors in the Meiselman appeal, that there is no final decree in the Paramount case, apparently means that they will recognize no judgment in the Paramount case as final until a final judgment has been entered as to all," Wright continued. He then made the "lip service only" charge. His brief consisted largely of attempts to refute specific statements by the distributors.

Dewey on Taxes

(Continued from page 1)

program. Our statement should be definite, comprehensive and reasonable. We should not delay on acting on this vitally important matter."

The TOA counsel predicted that the enabling act under which cities in New York of 25,000 population and over may levy a five per cent amusement tax might be increased to as much as 25 per cent if the Federal tax is eliminated.

Dewey said: "Washington moves to lull us into a state of complacency by holding out increased Federal grants-in-aid as a substitute for our self-determination. Not long ago Federal grants-in-aid were less than \$1 billion. Today they aggregate \$2 billion. With the way we are now moving it will not be long until they total \$3 billion."

He proposed a reduction in Federal grants by \$1 billion. "This would mean some of the wealthier states might receive no assistance under certain Federal programs but they would have more revenue available."

No Anti-Film Bills In Sight for 12 State Legislatures

WASHINGTON, Jan. 4.—Thus far there is no sign of any legislation hostile to the industry in any of the 12 state legislatures which will hold regular sessions this year, nor in the two which will probably have special sessions.

That's the report from Motion Picture Association of America legislative representative Jack Bryson. The odd years are traditionally the heavy state legislature years, while only a handful of states meet in the even years.

Bryson said he did not think there would be any great pressure early in the year for the states to pass laws authorizing cities to levy admission taxes. He stated that he thought the cities would wait until they saw whether the Federal admission tax would be repealed or reduced before launching such campaigns.

If the Federal tax is cut or eliminated, Bryson predicted, there will be strong demands for special sessions of state legislatures to pass enabling laws.

Banks in New Metals Co.

HOLLYWOOD, Jan. 4.—Polan Banks, RKO Radio producer, is expected to be named board chairman of a new corporation developing out of a merger of Federal Metals of Newport News, Va., and Correll Brothers Foundry. Banks, who with his brother, Stuart, owns Federal Metals, has just completed "Carriage Entrance" and will continue his writing and producing activities here.

Truman Message

(Continued from page 1)

"reduce present inequities" and "stimulate business activity," while higher personal and corporate income taxes and the closing of various tax loopholes would yield a moderate amount of additional revenue. It has been speculated that this will be the President's tax program. Further details probably will come in the economic message, to be sent to Congress Friday; the budget message, which will go to the Hill Monday and a special tax message which may come late next week.

The State of the Union message also called for continuation of the European Recovery Program, under which ECA has been carrying out its informational media guarantee program; U. S. ratification of the International Trade Organization charter, with its special film protection provisions; repeal of the Taft-Hartley Law; and passage of a bill to tighten anti-trust law provisions on mergers. The President said he hoped to send to Congress before the end of the session further recommendations on strengthening the anti-trust laws.

Meanwhile several Senators, including Sen. Johnson (D., Colo.) and Sen. Mundt (R., S. D.), were ready to offer excise-cutting amendments to a bill called up today in the Senate to repeal Federal taxes on the sale and manufacture of oleomargarine. Final vote on these amendments will probably not come before late next week. Administration officials hope to defeat the amendments as being out of place on the oleo bill.



He makes the camera concentrate on her...

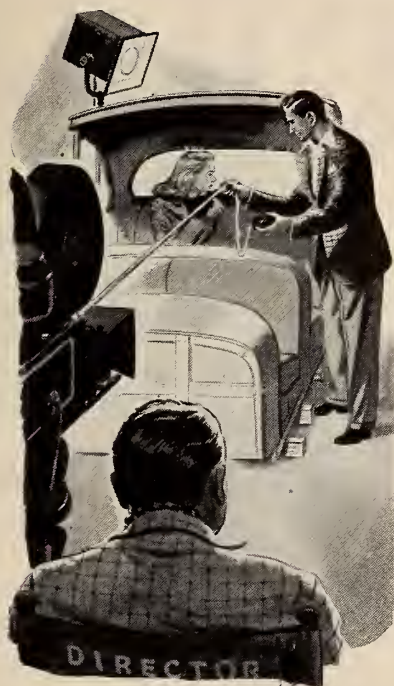
NOT by chance is this escaping beauty the center of attention!

Before the scene was shot, the assistant cameraman made very sure she would be. He kept background and foreground from stealing her scene... made the camera concentrate on her and her alone.

In achieving such exact focus... in attending to many another detail vital to the camera's operation... the assistant

cameraman exercises a high degree of skill and displays an infinite capacity for taking pains.

Yet for a true reflection of his skilled, painstaking contribution to the picture, he must depend upon superior film, perfectly adapted to the job. This is why he welcomes working with one of the famous family of Eastman motion picture films... as he so often does.



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FIVE THEATRE LOS ANGELES
PRE-RELEASE ENGAGEMENT!

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Accurate
Concise
and
Impartial

VOL. 67. NO. 4

NEW YORK, U. S. A., FRIDAY, JANUARY 6, 1950

TEN CENTS

To Enlist All Film Personnel In Tax Fight

'Press Book' Aimed to Reach Entire Industry

All members of all branches of the industry will be asked to take an active part in the program to eliminate the 20 per cent Federal admissions tax, it was disclosed here yesterday. Earlier reports were that the "press book" now being prepared by the tax committee of the Council of Motion Picture Organizations would be sent only to exhibitors, implying that the tax fight was mainly up to them.

The book, which probably will be placed in the mails about Jan. 16, will give the details of the two-fold job

(Continued on page 4)

Zukor At 77 Is Confident

The man whose foresight and aggressiveness (trade veterans will tell you) figured so vitally in the development of the film industry, is confident that the years ahead hold opportunity for continuing progress and prosperity.

Apparently in the best of health and feeling fit, Adolph Zukor, on the eve of his 77th birthday, told a caller at his office in the Paramount building that the quality of films generally is improved and expressed the



Adolph Zukor

(Continued on page 4)

'Hasty Heart' Denied Extended Loop Run

CHICAGO, Jan. 5.—Federal Judge Michael Igoe in U. S. District Court here today denied Warner Brothers' petition for a two-week extension, amounting to a four-week Loop run, for "The Hasty Heart" at the Balaban & Katz State-Lake.

In refusing the petition, the first turned down by the court, Judge Igoe

(Continued on page 4)

FOR THE RECORD

THE TOP-GROSSING PICTURES OF THE 1948-1949 SEASON

Motion Picture Daily herewith lists alphabetically the top-grossing pictures in the 1948-49 season (September to September):

JOHNNY BELINDA (Warner Brothers)

THE PALEFACE (Paramount)

RED RIVER (United Artists)

THE SNAKE PIT (20th Century-Fox)

THE THREE MUSKETEERS (Metro-Goldwyn-Mayer)

20th-FOX, RCA SIGN PACT TO EXPAND THEATRE TV RESEARCH

A new contract to continue and expand the theatre television cooperative research program conducted for the past two years by 20th Century-Fox and Radio Corporation of America is announced by Spyros P. Skouras and Frank M. Folsom, presidents of the respective companies.

The new agreement calls for delivery of new RCA theatre video equipment, including one of RCA's first commercial-type instantaneous theatre TC systems and the first production model of RCA's new intermediate-film TV system. Numerous technical improvements are incorporated in the new systems, it was said.

The new contract is said to be the outgrowth of negotiations between Earl I. Sponable, 20th-Fox's technical director and pioneer in theatre TV, and Barton Kreuzer, manager of RCA's theatre and film recording activities.

Commenting on the enthusiasm of various exhibitors and circuit representatives who have witnessed demonstrations of the instantaneous theatre TV system, W. W. Watts, vice-president in charge of RCA's engineering products department, predicted that 1950 will be marked by significant growth in commercial applications of this medium of mass entertainment.

TOA Theatre Video Aid Expansion Due

An increase of both activity and personnel of Theatre Owners of America's theatre television programming service is planned for 1950.

Supervised by Nathan L. Halpern, video consultant to Fabian Theatres, TOA large-screen programming activity up to now has been focused on Fabian's Brooklyn-Fox Theatre and Sam Pinanski's Pilgrim Theatre, Boston. Halpern foresees the addition this year of a considerable number of flagship houses of other large circuits associated with TOA.

Last year Halpern negotiated seven large-screen video exhibitions for the Brooklyn Fox and nine for the Pilgrim, within a space of about nine weeks. Both will present many more

(Continued on page 4)

Elson Buys Circuit; Will Distribute Too

Establishment of a new circuit and distribution enterprise was disclosed here yesterday by Norman W. Elson, with the emphasis in both ventures to be on "class" pictures and "class" audiences.

With the present five theatres of the Embassy Theatre circuit serving as a starting point, Elson, who has succeeded W. French Githens as president of the Newsreel Theatres, Inc., contemplates the acquisition of an additional 20 or 30 houses in principal U. S. cities. Ownership of the circuit will be by Guild Enterprises, Inc., of which Elson is also president.

Elson said he has pending with an English company, which he declined to identify further, a deal for the im-

(Continued on page 4)

WB Separation Goal Sept. 1 Under Decree

Speed Work on Consent With US in Trust Suit

Warners' current goal is to consummate its corporate reorganization with the formation of two separate companies by Sept. 1, 1950, under the consent decree which is now in the final stages of negotiation with the Department of Justice, it is reliably reported.

The company expects to complete the required divestiture program by the latter part of August, clearing the way for the Sept. 1 start of operations by the new independent picture and theatre companies.

Paramount completed its reorgani-

(Continued on page 4)

Brotherhood Campaign Set

Reports of progress in organizing the industry's participation in the observance of Brotherhood Week, sponsored by the National Conference of

Christians and Jews, were given to the industry advertising-publicity committee for the campaign by Max Youngstein, committee chairman, and Ted R. Gamble, chairman for the industry, at a luncheon at the 21 Club here yesterday.

Slogan for the drive, to be observed the week of

(Continued on page 4)

Ford-Cooper Sign Republic Contract

HOLLYWOOD, Jan. 5.—John Ford and Merian C. Cooper today signed an exclusive long-term contract with Republic, Herbert J. Yates, president, announced. Yates termed the deal "the most important in the 14-year history of our company." Deal brings the Ford-Cooper Argosy Productions to the Republic fold immediately, with

(Continued on page 4)



Max Youngstein

Personal Mention

SIDNEY SCHREIBER, general attorney for the Motion Picture Association of America, will return to New York on Monday from the Coast.

MRS. SYLVIA KOTLER of exhibitor relations chief **HENDERSON RICHEY**'s staff at the M-G-M home office was tendered a luncheon by 30 associates at the House of Chan here yesterday. **MRS. KOTLER** is leaving the company to take up the duties of housewife.

BENJAMIN N. BERGER, head of **Berger Amusement Co.**, and president of **North Central Allied**, is in Hollywood from Minneapolis. He leaves next weekend for a three-week stay in Acapulco and Mexico City before returning home.

ELLIS ARNALL, president of the Society of Independent Motion Picture Producers, who has arrived in Hollywood following a speaking tour, will remain there over the weekend.

HUGH OWEN, **Paramount Eastern** and **Southern** division manager, and his wife, actress **ARLEEN WHELAN**, have returned to New York from Hollywood.

E. K. (TED) O'SHEA, vice-president of **Paramount Film Distributing Corp.**, is in Cincinnati meeting with branch executives. He returns to New York next week.

WALTER SELTZER, publicity manager for **Hal Wallis Productions**, is due here from Hollywood Monday.

M. R. CLARK, **Paramount South Central** division manager, has returned to Dallas from Hollywood.

MAX ARNOW, **Columbia** executive, is in New York from the Coast.

Paramount Division Sales Meet Jan. 13

A meeting of **Paramount's** division managers with home office executives here has been scheduled for Jan. 13-14, it was announced yesterday by **A. W. Schwalberg**, general sales manager and president of **Paramount Film Distributing Corp.**

The meeting will be the first since the organization of the new film distributing corporation. It will cover product and distribution plans for the new year and campaigns being readied for productions already set for release.

New Para. Theatre Approved by Court

Application by **Leonard Goldenson**, as president of **United Paramount Theatres**, to construct a new theatre in the suburban area of **Salt Lake City** was approved here yesterday by **U. S. District Court Judge Alfred C. Cox**. **Paramount** plans a 1,000-seat house in that city to replace the **Victory**, which was destroyed by fire.

Insider's Outlook

By **RED KANN**

ONE of the most dramatic stories of these interesting times has as its principals **Si Fabian**, **Sam Rosen** and the **Warners**. It tells how they had agreed on a gigantic deal by which **Fabian** and **Rosen** would have acquired the entire **Warner** chain, coast-to-coast, for \$80,000,000 or thereabouts and how it was called off after the handshakes had been firm and hearty.

Serge Semenenko of the **First National Bank** of Boston was in on the show. While that staggering \$80,000,000 represented the price, a way had been found to effect the purchase without the need for anything resembling that many millions. In fact, it had been worked out on a basis providing for far, far less in actual cash.

As dramatic as the collapse of the deal is how **Rosen** learned about it. A friend, who knows his way about the financial district, approached him one night not so long ago and told him what gave. **Rosen** refused to believe it, blushed, went home and the following morning discovered the bad news had been correctly reported.

On the **Warner** side, considerable regret was evidenced. But it appears the last-minute shift was dictated on the advice of lawyers who took the position—later the **Warner** position—that minority stockholders possibly might take legal action on the assumption some of the properties wrapped into the deal had been under-evaluated. The possibility of such a state of affairs was one the **Warners** under no circumstances could entertain. At that point, the deal went into the deep freeze.

Lehman Brothers came into the situation subsequently, seeking an option on the 1,800,000 shares of **Theatre Company** stock representing the combined holdings of **Harry**, **Jack** and **Albert Warner** if and when issued under Government-imposed divorcement. There is considerable mystery over what groups the **Lehmans** have interested in the proposed purchase of this block of stock, which would be about 25 per cent of the total issue outstanding—again, if and when issued.

At any rate, this phase has ad-

vanced one more notch, at least. The option which the **Lehmans** had been seeking is now an accomplished fact. The option officially rests in their possession.

Had the **Fabian-Rosen** buy gone through, the popular **Si** and **Sam** would have been projected into nation-wide limelight as circuit operators of very considerable magnitude. Only **United Paramount Theatres** would have had more houses. Or will have more when divestiture under their own decree is completed.

Meanwhile, the **House of Warner** continues to rearrange its structure on a blueprint providing for separation of theatres from production and distribution by the end of August so that September 1 will mark the day when the new order initially takes off.

COMPO'S committee devoting its energies to the elimination of the 20 per cent admission tax understands it has a job on its hands. Not only that. It appreciates the danger of landing on the embarrassing horns of a full-scale dilemma. The reason is obvious enough.

State and municipal governments have been carrying on a campaign of their own for the elimination of various excise taxes. What **Washington** may drop, they want to pick up and are getting pretty demanding about the whole thing. Confronting **COMPO**, therefore, is hope for success in **Washington** but no failures in the 48 state capitals and who can say how many cities. The key is to arouse sufficient public sentiment in opposition to any state or local efforts which may be set in motion if the **Federal Government** can be persuaded to step out of the situation.

No one can foretell the outcome of such strategy, but everyone can hope.

Ever hear of **Richard Todd**? Probably not, but you will.

You will when the excellent "The Hasty Heart" gets into circulation. A young Englishman, **Todd** here plays his first major part and comes through brilliantly in a sensitive and touching performance of a difficult role.

Heads 'Dimes' Drive

Boston, Jan. 5.—**Edward X. Callahan**, **Northeastern** division manager

of **20th Century-Fox**, has been named chairman of the motion picture division for the 1950 **March of Dimes** in **Greater Boston**, it is announced.

'Boundaries' Censor Trial Due Jan. 31

Producer **Louis de Rochemont's** and **Film Classics'** action challenging the **Atlanta** city censor's banning of "Lost Boundaries" has been set for hearing Jan. 31 in **U. S. District Court** in **Atlanta**.

Judge Samuel Rosenman will present the plaintiffs' case to the court. He will be accompanied to **Atlanta** by his associate, **Ambrose Daskow**.

New Production Unit Formed by Stillman

HOLLYWOOD, Jan. 5.—The formation of **Robert Stillman Productions** here has been announced by **Stillman**. **Irving Rubine**, publicist, has been named vice-president, and a third executive post will be filled by **Seton I. Miller**, producer. First film scheduled for production is an anti-lynching story based on the novel "The Condemned," by **Joe Pagano**.

New High for 'Outlaw'

WASHINGTON, Jan. 5.—**Howard Hughes'** "The Outlaw," which opened here Saturday, set an all-time high for boxoffice receipts in the first three days of its run at the **RKO Keith**, grossing \$18,500. It exceeds by \$3,000 the previous record holder, "The Bells of St. Mary's."

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center
GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER
"ON THE TOWN"
JULES MUNSHIN - VERA-ELLEN
Color by **TECHNICOLOR**
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by **TECHNICOLOR**
MERT LAMARE - VICTOR MATURE - GEORGE SANDERS
ANGELA LANDSBURY - HENRY WILCOX
Paramount only
RUSS CASE & ORCH.
PARAMOUNT RIVOLI

"Sands of Iwo Jima"

Starring **JOHN WAYNE**

A Republic Picture

BRANDT'S MAYFAIR 7th AVE. & 47th St.

Tyrone Power - Orson Welles - Wanda Hendrix

"PRINCE OF FOXES"

Twentieth Century-Fox
On Stage—**VIC DAMONE**
and other big acts.

ROXY 7th Ave. & 50th St.

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NADT Protests Hub City Move Against Drive-In Licenses

BOSTON, Jan. 5.—Moving to revoke the permits for drive-ins granted by ex-Mayor James Curley, Mayor John B. Hynes has called a full meeting of the license board for next week, with himself presiding. Michael Redstone, drive-in operator to whom Curley granted the permits, has been asked to appear.

Meanwhile, the National Association of Drive-In Theatres stepped into the Boston controversy with a telegram to Mayor Hynes from its secretary, James A. Sutton of Philadelphia, expressing the "deep concern" of the drive-in industry with the proposed revocation or "any arbitrary action which would jeopardize this important part of the motion picture industry."

Pointing out that the nation now has more than 1,500 drive-ins representing an investment in excess of \$150,000,000, Sutton's telegram vigorously defended the new outdoor theatres, both from the economic standpoint and in the audience they attract.

R. I. Governor Lauds Industry's Polio Aid

PROVIDENCE, Jan. 5.—Gov. John O. Pastore of Rhode Island; Gael Sullivan, Theatre Owners of America executive director, Herman M. Levy, general counsel of TOA, and E. M. Fay, president of the Theatre Owners of Rhode Island, addressed a luncheon here today attended by 100 theatre owners, which marked the opening of the state campaign of the National Foundation for Infantile Paralysis.

Gov. Pastore paid tribute to the industry for its cooperation in all humanitarian causes, and pleaded for its aid in the current polio campaign in Rhode Island.

Mass. Mayor Refuses Permit to WB Alone

BOSTON, Jan. 5.—Mayor Andrew J. Gillis of Newburyport, Mass., refused to issue Sunday opening permits to Warners' Port Theatre there but issued permits to two other theatres. Gillis stated the refusal was "for political reasons" but declined to elaborate on that statement. According to the law the mayor has the sole authority to issue Sunday permits in that city.

Albert Gebhardt, 63

Albert Gebhardt, 63, business manager of Allied Theatre Owners of New Jersey, collapsed on an East Orange, N. J., street Wednesday evening and died on the way to Orange Memorial Hospital. In his Jersey Allied post for about three years, Gebhardt was for 26 years Paramount's New Jersey representative. Survivors include the widow and a son, George N. Gebhardt.

Max Goltz, 80

Max Goltz, 80, father of Joseph C. Goltz, Eagle-Lion foreign sales manager, died yesterday in Dallas of a heart ailment. Survivors include the widow, three other sons and two daughters. The E-L executive left New York yesterday by plane to attend the funeral services.

Review

"The Flying Saucer"

(Film Classics)

WITH all the publicity surrounding last year's reports about flying saucers it seemed a likely subject about which to make a picture, and that's just what Colonial Productions has done. In the film Mikel Conrad proves himself a one man picture-making team, for he not only stars, he also produced and directed. What is more, he did the original story too.

As a spy melodrama with an anti-Communist theme, the picture contains some good exploitation material, but generally it is put together with little sparkle or conviction. An Alaskan background allows for some interestingly photographed outdoor settings.

The story has Conrad, a fun-loving playboy, drafted by Federal authorities to go to Alaska to investigate reports about a flying saucer being built there. Along with Conrad goes pretty Pat Garrison, a U. S. secret agent, who poses as his nurse. In the haphazard screen adaptation of Howard Irving Young, it develops that the flying missile is the invention of an American scientist who is all set to sell to the highest bidder, and in this instance, it is the Russians. Before Conrad can save the day for the U. S. he has to go through a series of melodramatic adventures, and receive considerable punishment from the callous hands of the Russian agents. As to the answer to the mysterious saucer, it goes up in a bomb explosion. Morris M. Wein was associate producer.

Running time, 69 minutes. General audience classification. Release date, Jan. 10. MANDEL HERBSTMAN

'Francis' Will Open Feb. 8 in N. Orleans

"Francis," Universal-International comedy, will have its American premiere at the RKO Orpheum Theatre, New Orleans, Feb. 8, launching a series of territorial premieres coast-to-coast, the home office reported yesterday. A record number of prints will be used in a saturation campaign, the company said.

To develop nationwide penetration, U-I has established special promotional units in New York and at the studio. Maurice Harris, U-I home office exploitation representative, is in New Orleans working on the advance promotion for the premiere and he will be joined shortly by additional representatives from New York and the studio.

Field Bros. Mark 20th Anniversary

MINNEAPOLIS, Jan. 5.—The Field Brothers—Harold, Leonard and Daniel—inaugurated their 20th anniversary drive with a Coast-to-Coast telephone hookup originating here where Harold heads operations. The hookup embraced Leonard in New York and Daniel in Hollywood and the nine Iowa towns in which they operate. Pioneer operates in Carroll, Spencer, Webster City, Jefferson, Atlantic and Perry. Chief Theatre Corp., co-owned by Herman Field, a cousin, and the Field Brothers, have houses in Storm Lake, Cherokee and Sac City.

Alcorn Hosts Press

R. W. Alcorn, producer of "Johnny Holiday," who arrived here from Hollywood yesterday, will be host to the trade press today at a luncheon at the Stork Club. Alcorn was accompanied here by his advertising and publicity staff, headed by Ned Crawford and including Pat Patterson and Virginia O'Leary.

Alexander Galperson, 52

LONDON, Jan. 5.—Alexander Galperson, 52, deputy managing director of Two Cities Films, died here yesterday after a long illness. He came to England in 1931 following a career in the German film industry which included the production of pictures starring Vilma Banky and Elizabeth Bergner.

Set Radio Coverage Of 'Montana' Opening

Extensive radio coverage of the premiere of "Montana" at the Marlow Theatre, Helena, on Jan. 10, including an account of the opening events by Nancy Craig over the entire American Broadcasting network, has been arranged by the Warner advertising-publicity department under Mort Blumenstock, vice-president. Additionally, Intermountain Mutual Broadcasting will carry a special half-hour program from the stage of the theatre and local station KFDW will do a series of broadcasts on premiere activities.

Legion Reviews 4; All Are Approved

Four additional pictures have been reviewed by the National Legion of Decency. In Class A-I are Columbia's "Cowtown," and 20th Century-Fox's "Twelve O'Clock High." In Class A-II are Republic's "Sands of Iwo Jima," and Universal's "Woman in Hiding."

Oldfield Hitch-hikes To Rise in Rank

Robins Air Force Base, Ga., Jan. 5.—The New Year started auspiciously for Major Barney Oldfield, former industry publicist and trade paper correspondent. While hitch-hiking by air back to his base here from a holiday trip home to Nebraska, he was picked up by President Truman's party at Independence, Mo. Upon his arrival here, Brig.-Gen. R. V. Ignico, his commanding officer, hung on Oldfield's shoulders the insignia of a lieutenant-colonel.

Production Hits New Low on the Coast

HOLLYWOOD, Jan. 5.—The production index took an end-of-the-year nose dive, with the total dropping to a new low of 17. Only two pictures were started, and 11 were completed.

Started were: "Second Chance," independent; "Kiss of Fire," M-G-M. Completed were: "The Killer That Stalked New York," Columbia; "Destination Murder," independent; "Western Pacific Agent," Lippert; "Asphalt Jungle" and "The Skipper Surprised His Wife," M-G-M; "Mr. Music" and "The Furies," Paramount; "Port of Missing Men," Republic; "Cheaper by the Dozen," 20th-Fox; "Once Over Lightly," U. A.; "The Glass Menagerie," Warners.

40th Birthday for Kodak Park Assn.

ROCHESTER, N. Y., Jan. 5.—The Kodak Park Athletic Association, of which Dr. John L. Norris is president, will celebrate its 40th anniversary on Jan. 13. Said to be one of the largest industrial recreation groups in the country, KPAA, which was organized by a small group of Kodak employees, now has more than 17,000 members.

In 1926

the great Army Comedy was
"BEHIND THE FRONT"

IN 1950 IT'S
"Francis"
...the greatest COMEDY
to come out of this War!

A UNIVERSAL-INTERNATIONAL PICTURE

Six Brotherhood Week Objectives Slated for 1950

1. Ten memberships per theatre in the National Conference of Christians and Jews at one dollar per membership.
2. Special brotherhood observances in theatres.
3. Wide promotion of this cause through special display material.
4. Greatest use of special newsreel clips.
5. Brotherhood "chapters" formed with the theatres the focal point.
6. "Brotherhood Week" to be made a community event in the finest sense.

All in Tax Fight

(Continued from page 1)

on hand of bringing about the elimination of the tax and guarding against the re-imposition of levies by states and municipalities.

Theatre operators and managers will be called upon to acquaint all members of their staffs with the information, and branch managers, similarly, will be called upon to hold meetings with their personnel. Studio employees also will be advised of the contents of the book and enrolled in the tax fight.

Thus, every individual in the business will be asked to join in the all-out campaign to eliminate the 20 per cent Federal ticket tax and the industryites, in turn, will hear the suggestion that they enlist the support of friends in rallying public and official opinion against the tax.

Excise Amendment to Oleo Bill Faces Opposition

WASHINGTON, Jan. 5. — Senate Democrats today approved a policy of not offering or voting for any amendments not "germane" to a pending bill. This would apparently reduce chances of an amendment cutting excises being tacked on to the pending oleo bill. Nonetheless, an attempt will be made to put this amendment on the oleo bill.

The Democratic policy does not mean that Democrats can't or won't support excise reduction as part of a regular tax bill.

Elson Buys Circuit

(Continued from page 1)

portation of "class" pictures for distribution among so-called "art" houses in the U. S., including his own. Elson emphasized that the "class" pictures which will be shown in his circuit will not necessarily be exclusively of European make, since, he contended, Hollywood has demonstrated that it can produce pictures that qualify for showing to "art" house audiences.

'Battleground' Release

National release for M-G-M's "Battleground" has been set for Jan. 20, with plans for the film to open on or around that date in 32 of the company's exchange centers. Within a week later, the company says, it will be playing in nearly all key cities.

'Brotherhood' Drive Set

(Continued from page 1)

Feb. 18-26, is "Brotherhood for Peace and Freedom," Youngstein announced. The slogan will appear on all Brotherhood Week campaign material.

Gamble reported that appointments completing the industry's field organization in distribution and exhibition have been made with a view to obtaining the participation of a record number of theatres in this year's Brotherhood Week observance.

Campaign kits are being prepared under Youngstein's direction which will provide complete ammunition for participating theatres. Orders for 18,000 kits have been placed for distribution through National Screen Service. Each will contain three-color one-sheets, 20,000 of which have been ordered; an eight-page press book setting forth the meaning of Brotherhood Week, its aims, etc.

The kit also will include window cards, 30,000 of which are on order; 25 NCCJ membership pledge forms, 250,000 of which have been ordered; reproduction of a letter to exhibitors from Gamble setting forth aims of the campaign and advantages of participation in it. In addition, the kit will provide postal cards for conducting

correspondence with drive headquarters.

Youngstein reported that valances, burses and other campaign materials also will be available.

Gamble outlined a six-point program for industry participants in the campaign, highlighted by the goal of the enrollment of 10 new members of NCCJ, at \$1 each, by every industry participant. The complete six-point program is published in an adjoining column.

Newsreels will provide continuous coverage of campaign highlights and every theatre will be urged to keep the clips intact in the reels and to exhibit them at every performance.

J. Robert Rubin, NCCJ chairman for the amusement division, congratulated the committee chairmen on the progress to date, asserting that despite the unusually late start this year, industry participation plans promise to establish an all-time record.

Trade press editors, comprising an industry publicity committee of the whole; Edmund Reek of the newsreel committee; H. M. Richey and Robert Coyne, special assistants to Gamble, and others, were luncheon guests.

Zukor

(Continued from page 1)

belief that the industry is not likely to encounter any problems of serious nature which good product cannot solve.

Board chairman of the new Paramount Pictures Corp., Zukor held that the advancement in quality production is attributable to more planning, closer evaluation of scripts and production values, keener insight into the entertainment tastes of the public. Additionally, he said, the return to the industry of the manpower which was employed in the services during the war has contributed to an improvement in films.

"As a result of our experience after World War I," Zukor said, "it was no surprise that after the last war the public would become more critical in its choice of film entertainment. We began planning a few years ago the productions we would offer." The consequence of this, he went on, was a better type of entertainment picture which the public now accepts.

As for Paramount, Zukor expressed confidence in its successful operation in the future, unimpaired by the separation of the corporation's theatres. The reorganization, he said, will have no effect on production for the reason production will have "the same responsibilities." "And the Paramount distribution organization is closely-knit and effective," he said.

Did he have any special plans for observing his 77th birthday?

Said Zukor: "When you reach my stage you don't do anything unusual. I shall spend the day in my family circle."

Ford-Cooper

(Continued from page 1)

Ford moving over to the Republic lot as soon as he completes editing "Wagon Master," recently completed at RKO Radio. Argosy released "Fort Apache" and "She Wore a Yellow Ribbon" through RKO under a contract which expires with "Wagon Master."

WB Separation Goal

(Continued from page 1)

zation within nine months of the date of its decree in the industry anti-trust suit but was given three years to dissolve its partnerships with exhibitor affiliates and divest itself of proscribed theatres.

Attorneys for the Justice Department and Warners continued their meetings this week on terms of the decree and the likelihood is that it will have been completed by Jan. 17 when the U. S. District Court here hears the remaining defendants in the case on the form of divorce order to be entered.

Meanwhile, Lehman Brothers, in behalf of an unidentified syndicate, has formally completed acquisition of an option to purchase the stock of the three Warner Brothers in the new theatre company on a "when, as and if" issued basis. Albert, Jack and Harry Warner own 1,800,000 shares of the corporation, representing about 25 per cent of the total outstanding. The Lehman option is for purchase at a sum believed to be in excess of \$20,000,000.

TOA Theatre Video

(Continued from page 1)

such exhibitions during 1950. This, together with requests for his aid by other theatres entering the video field this year, points to added personnel for his office, located at TOA headquarters here.

The Fabian organization has televised boxing, baseball, football and a special United Nations meeting, direct from the place of origin. The Pilgrim has carried baseball and football games, and the Boston Symphony Orchestra. Halpern's job has been to make arrangements with sponsors, Ascaph, telecasters, and sundry other principals whose clearance must be obtained before arrangements for a large-screen telecast are completed.

Additionally, Halpern functions as advisor to TOA on such matters as have to do with Federal hearings and legislative problems on television.

Exports Equal Half Mex. Film Revenue

Mexico City, Jan. 5. — Approximately half of Mexico's film revenue during the first half of 1949 was derived from Mexican film exports, according to figures revealed by the Mexican industry's bank, the Banco Nacional Cinematografico. During that period foreign film grosses were \$1,600,000, with native grosses about the same.

Maitless Heads SPG; New Slate Announced

In what amounts to a vote of confidence for Sig Maitless, current president of the Screen Publicists Guild, there will be no candidate opposing him for that office in the annual elections scheduled to be held here Jan. 11.

The election slate, announced here yesterday, has a three-way race for the first vice-presidency. It includes Harry Hochfeld, 20th Century-Fox; Lamar Baker, RKO; and Herb Steinberg, Paramount. Sy Roman, Columbia, will oppose Fred Goldberg, Paramount, for the second vice-presidency. Leo Israel, 20th Century-Fox, the Guild's present treasurer, will run against James Proccacini, RKO, for that post. Maurice Segal will be unopposed for secretary.

450 'Guilty' Bookings

"Guilty of Treason," the Jack Wrather-Robert S. Golden production, has been set for the greatest number of day-and-date openings in Eagle-Lion's history, William J. Heineman, distribution vice-president, has announced. As of now, according to Heineman, it has been booked into more than 450 houses in the Boston-New England area and the territory covered by the Cleveland and Cincinnati exchanges.

'Hasty Heart' Denied

(Continued from page 1)

stated that there was insufficient evidence shown that the film was necessarily more outstanding as to quality and cost than other Warner releases to warrant more than two weeks playing time prescribed to defendant theatres under the Jackson Park decree.

In referring to the stand taken by the Court on extensions, Judge Igoo indicated that such modifications of the decree in the future would be granted, and had previously been granted for films that come under the category of "outstanding," "requiring special handling" and of such high cost to the producer that "two weeks playing time is financially unstable to the producer." Judge Igoo, however, made no specifications as to how much a film must cost before it falls into the "top money" bracket.

A. Jack Shumow, Warner branch manager, testified that the film cost in the neighborhood of \$1,000,000 to produce. Warner attorney Vincent O'Brien compared the film to the company's "Johnny Belinda" insofar as "requiring special handling" was concerned. The Court granted a four-week run to "Belinda" in 1948.

A hearing was moved up to next Tuesday before Judge Igoo for Loew's petition seeking an extended Loop run for its "Battleground."

MOTION PICTURE DAILY

**FIRST
IN
FILM
NEWS**

**Accurate
Concise
and
Impartial**

VOL. 67. NO. 5

NEW YORK, U.S.A., MONDAY, JANUARY 9, 1950

TEN CENTS

US Names New Circuit In Griffith Case

Video Independent Cited; Hearing Due January 23

WASHINGTON, Jan. 8.—The Justice Department has asked the Oklahoma City District Court to add Video Independent Theatres, Inc., to the list of defendants in the government's anti-trust case against the Griffith Theatre chain.

Video Independent is the group of former Griffith employees who recently bought about 130 theatres in 47 towns from Griffith. Griffith is opposing the government motion, and the matter is set for hearing Jan. 23 in Oklahoma City.

The government has already made a similar attempt to add Theatre Enterprises, Inc., to the suit. The defendants opposed the motion and after

(Continued on page 5)

Colosseum to Draft Retirement Benefit Proposal This Year

In line with union aims generally, the Colosseum of Motion Picture Salesmen of America this year will study conditions and statistics preparatory to setting up a blueprint of proposals for health, accident and retirement benefits to be submitted to the distributors early next year, it was reported here on Friday by Colosseum general counsel David Beznor.

The salesmen's union, which, ac-

(Continued on page 5)

Shea Gets 2 Houses In W.B. Settlement

Shea Enterprises Inc., takes over full operation of the Paramount and Warners of the Warner theatre in Youngstown, O., under terms of a settlement which terminates litigation between both companies.

The litigation developed out of an inability to agree on a formula of liquidation of the Shea-Warner pool ordered by the Government in its all-industry anti-trust suits. Shea had claimed 50 per cent of the profits of the Warner in addition to half of the net of the Paramount and had sued Warner in New York accordingly. In turn, Warner sued Shea Theatre Corp. of Ohio, subsidiary of Shea Enterprises Inc. in Ohio.

20th's 2nd Merchandising Meet Set for Jan. 25-27

United Paramount's Video Role Charted

Plans relating to the "vital role television will play nationally" in the newly-formed United Paramount Theatres will be disclosed at a press conference here this afternoon by United Paramount Theatres president Leonard Goldenson.

Twentieth Century-Fox's second annual showmanship meeting of leading advertising and publicity representatives of the nation's major independent and affiliated theatre circuits will take place Jan. 25-27 in New York.



Spyros P. Skouras

The meetings, inaugurated last July, will continue the series of talks, discussions, and fact-finding sessions, designed to give the 75 invitees an opportunity to exchange ideas on advertising, publicity and exploitation problems affecting

(Continued on page 5)

Castle National Suit Names Eight Majors

CHICAGO, Jan. 8.—The eight major companies were named defendants in an anti-trust suit filed Friday in the U. S. District Court here by Castle National Theatres Co. of Cleveland, Ohio, on behalf of the Fairview outdoor and Euclid Ave. outdoor theatres, located on the outskirts of Cleveland.

Seeking improved playing position, the suit charges that both outdoors were unable to obtain product until 35 days after first run, while RKO and Loew's subsequent-run theatres played 21 days after. The suit further complains that due to unreasonable rentals, the plaintiff was forced to play films one and two years old, except from Paramount and Loew's which licensed product 35 days later on equitable rental terms.

Plaintiff's attorney is Seymour Simon.

CED Urges Excise Tax Reduction Now

WASHINGTON, Jan. 8.—The Research and Policy Committee of the Committee for Economic Development today added its voice to the cry for immediate excise tax reduction.

The committee did not specifically list the admissions tax as one to be cut. However, it did say that the wartime excise boosts should be reduced in whole or in part, to the tune of \$1,000,000,000, and if such a cut

(Continued on page 5)

SCHENCK LEAVING 20th-FOX IN SPRING TO EXPAND UA CIRCUIT

Joseph M. Schenck, executive head of production for 20th Century-Fox, will formally sever his connection with the company upon expiration of his contract this spring to concentrate on the further expansion of his theatre interests, including the acquisition of a 50 per cent interest in two extensive California circuits which in turn are affiliated with a third, according to authoritative reports here.

Schenck, however, has not served formal notice of his resignation yet for the reason that the 20th-Fox board regards his intentions of leaving as a foregone conclusion. Schenck formally submitted his resignation to the board last summer but the directors refused to accept it then. His contract with the company, however, will not be renewed by Schenck.

United Artists Theatres Circuit, of which Schenck is president, already is said to have "conditionally" exercised its option to purchase a half interest in Golden State Theatre and Realty Corp. and T and D Jr., Enterprises, Inc., which operate over 100 houses in California and which in turn are associated with and operate San Francisco Theatres, Inc. The condition is that Schenck must disassociate himself from 20th-Fox.

He is president and chief stockholder of UATC, the theatre foundation which Schenck apparently is developing from border to border. UATC, in addition to a number of Coast houses, has interests in a large number of theatres in the East in association with George Skouras and Metropolitan Playhouses.

Myers In Tax Fight Appeal To Gov. Dewey

Hits 'Thought' of State's Taking Over of US Levy

WASHINGTON, Jan. 8.—Abram F. Myers, chairman of the Council of Motion Picture Organizations' tax committee, has called on New York Governor Thomas E. Dewey to "abandon all thought" of supplanting the Federal admissions tax with a local or state tax.

Myers made the request in a lengthy letter sent Dewey on Friday. At the same time, Myers reminded the industry that it is "engaged in a two-front war—the first to secure repeal of the 20 per cent Federal admission tax; the second to secure repeal of existing state and municipal admission taxes

(Continued on page 4)

Industry Outlook is Qualifiedly Bright, Johnston Declares

HOLLYWOOD, Jan. 8.—Eric Johnston on Friday told the press "plus" signs outweigh "minuses" as the industry turns the half-century mark, with domestic prospects growing steadily brighter and the foreign situation worsening due to the rising wave of trade restrictions affecting trade with many countries.

The Motion Picture Association of America president said utmost effort will be devoted this year toward coping with foreign problems through understanding and negotiation, and predicted

(Continued on page 4)

Col., de Rochemont in Deal for Six Pictures

Louis de Rochemont has signed with Columbia to produce six pictures over a three-year period under a contract which gives Columbia exclusive releasing rights to the producer's output. De Rochemont is permitted, under the deal, to continue making documentary and educational shorts. First under the deal will be a prison background film titled "Dormitory 7."

The new pact is a three-way deal including also Reader's Digest, with properties selected for production to be based on stories that have appeared or will appear in that magazine.

Distribution Forces In Tax Repeal Fight Organized by Compo

Organization of the industry's distribution forces to assist the Council of Motion Picture Organizations in its program for the elimination of the 20 per cent Federal admissions tax has been completed, Andy W. Smith, Jr., distribution chairman for the industry, announced at the weekend.

With the announcement came the appointment of exchange area distribution chairmen who will harness local elements to assist in the program.

Exchange area chairmen are as follows:

Albany, John Bullwinkel; Atlanta, Clyde Goodson; Boston, Jim Connolly; Buffalo, Dave Miller; Charlotte, Al Duren; Chicago, Tom Gilliam; Cincinnati, J. S. Abrose; Cleveland, Oscar Ruby; Dallas, Phil Longdon; Denver, R. C. Hill; Des Moines, Jim Velde; Detroit, W. D. Woods; Indianapolis, G. R. Frank; Kansas City, James W. Lewis; Los Angeles, Jack O'Laughlin; Memphis, Ed Williamson; Milwaukee, John G. Kemptgen; Minneapolis, William H. Workman; New Haven, Arthur Greenfield; New Orleans, C. James Bryant; New York, Sam Diamond; Oklahoma City, Ralph B. Williams; Omaha, Harold Johnson; Philadelphia, William Mansell; Pittsburgh, Sael Gottlieb; Portland, Ralph Amacher; St. Louis, Ned Steinberg; Salt Lake City, Gifford Davison; San Francisco, Neal East; Seattle, A. J. Sullivan; Tampa, Florida, Harold Laird; Washington, D. C., Joseph Brecheen.

St. Louis Honors for Shelley at Premiere

St. Louis, Jan. 8.—The homecoming celebration for Shelley Winters, native St. Louisan, highlighting the world premiere of Universal-International's "South Sea Sinner" at the Missouri Theatre here Thursday and the more than 50 territorial openings will get underway here tomorrow with the arrival of the actress from New York.

By proclamation of Mayor Joseph M. Darst, the three-day celebration honoring Miss Winters will culminate in the observance of "Shelley Winters Day" on Thursday. Climaxing a series of civic events and extensive promotional activities, Miss Winters will make a series of personal appearances at the Missouri Theatre. The St. Louis Chamber of Commerce will honor the actress at a luncheon in the Hotel Statler on Wednesday, and additional honors are scheduled by Washington University Alpha Epsilon Pi Fraternity and the U. S. Marine Corps.

Andy Albeck Joins E-L

Andy Albeck, formerly Tokyo branch manager for the Motion Picture Export Association and in foreign distribution since 1939, has been appointed sales statistician for Eagle-Lion's foreign department here.

Party for Sachson

James Mulvey, president of Samuel Goldwyn Prod., was host at a farewell cocktail party at his office here on Friday for Arthur Sachson, who resigned last week as sales head of the company.

Personal Mention

DR. HERBERT T. KALMUS, president of Technicolor, and MRS. KALMUS; RICHARD CUMMINGS and MRS. CUMMINGS; RICHARD NEY and MRS. NEY are among passengers arriving here today from Europe on the S.S. *Queen Mary*.

WILLIAM B. ZOELLNER, M-G-M short subjects and reprints sales manager, will leave here today for Chicago and a tour of exchange centers in the Midwest, Northwest and Far West.

LEON BAMBERGER, RKO Radio sales promotion manager, is a grandfather again with the birth of a boy to his daughter, MRS. SHELTON KATLIN of Minneapolis, her second child.

LOUIS DAVIS, manager of Southern Enterprises' New Vernon Theatre, Mt. Vernon, Ind., for the past 17 years, has been assigned to the company's home office at St. Louis.

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will speak on Thursday before the Rotary Club at Franklin, Mass.

SIDNEY STOCKTON, office manager of the local M-G-M branch, entered the Brooklyn Hospital over the weekend for an operation.

JOSEPH LERNER, Laurel Film executive vice-president, will spend four days in Hollywood screening a print of "Guilty Bystander."

MARVIN SCHENCK, Loew's vice-president, arrived here from the Coast yesterday.

RICHARD ROSSON of M-G-M's studios will leave here today by plane for Johannesburg, South Africa.

EDWARD ALPERSON, 20th Century-Fox producer, is in New York from the Coast.

JOAQUIM RICKARD, Latin America representative for the Motion Picture Association of America international division, is here from Buenos Aires for conferences with JOHN G. MCCARTHY, vice-president in charge of the division.

DASHIELL HAMMETT, writer, will leave here tomorrow for the Coast for discussions with WILLIAM WYLER on the screenplay he is slated to adapt from the stage show, "Detective Story."

STANLEY R. WEBER, assistant treasurer of the Motion Picture Association of America, and MRS. WEBER are the parents of a son, GORDON JAMES.

JOHN KIRBY, Warner Southern division sales manager, returned to New York over the weekend from a tour of Southern branches.

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here today for Cincinnati.

GRADWELL SEARS, United Artists president, has been ill at his home for the past few days.

JOHN F. MURPHY, Loew's Theatres executive, will arrive in San Francisco today from New York.

ALFRED CROWN, foreign sales manager of Samuel Goldwyn Prod., flew to London over the weekend.

MARCELLO GIROSI, Superfilm president, will arrive here from the Coast on Friday.

Cleveland Business Off in Last of 1949

CLEVELAND, Jan. 8.—Independent theatre owners state that business was pretty good in the first half of 1949, but dropped as much as 30 per cent in the last half of the year. Comparison with a previous year showed a marked parallel from January to June, but business never recovered from the summer slump, bringing the total year's take considerably below that of 1948. Strikes in November, part-time plant operations, smaller take-home pay and the high cost of living were factors. The five-day transportation strike just before Christmas was the final straw to lower 1949 theatre take.

Selznick Names Kaufman

HOLLYWOOD, Jan. 8.—Les Kaufman has been named studio publicity director of Vanguard Films, David O. Selznick has announced. In addition to his studio duties, he will supervise advertising, publicity and exploitation campaigns for all SRO releases on the West coast. Kaufman was formerly associated with Universal-International, Republic and Fanchon and Marco Theatres in St. Louis.

N.E. Variety Cancer Drive Nets \$351,251

BOSTON, Jan. 8.—Martin J. Mullin, president of New England Theatres, and Lou Perini of the Boston Braves baseball team, co-chairmen of the "Jimmy Fund Drive" for 1949, announced that \$351,251 was raised, exceeding the 1948 figure by \$100,000. The Children's Cancer Research Foundation of the Boston Children's Hospital said that because of the "Jimmy Fund," founded by Variety Club of New England, and sponsored by the Boston Braves and the film industry, there was no cost whatever to patients.

Mullin, Arthur Lockwood, Samuel Pinanski, Harold Stoneman were named to the board of trustees.

Monogram Drive Winner

List of winning exchanges in Monogram's recently-completed "Incentive Shipment Drive," announced by general sales manager Morey Goldstein, shows Kansas City, Boston and Washington topping the cash awards. Amounts received were divided equally between managers, salesmen and bookers of each.

Newsreel Parade

PRESIDENT TRUMAN's report to Congress and the freedom of Indonesia mark current newsreel highlights. Bowl games and circus thrills are among the others items. Complete contents follow:

MOVIE TONE NEWS, No. 3—New Congress hears President Truman. Indonesia gets sovereignty. South Africa hails its pioneers. Notables aid boy scouts. Football.

NEWS OF THE DAY, No. 237—President Truman pledges firm stand for free world. Indonesia free. New fire repellent. Circus thrills. Bowl games.

PARAMOUNT NEWS, No. 40—Indonesia becomes nation. President Truman's message to Congress. Bowl games usher in sports year.

TELENEWS DIGEST, No. 2—President Truman reports on the state of the nation. Washington: G.O.P. plans opposition. Stalin observes 70th birthday. Sovereignty for Indonesia. Paris: bomb damage of Polish Embassy. Poland: war-expulsion victims welcomed home. England: race horses shipped to the U. S.

UNIVERSAL NEWS, No. 315—Dutch free Indonesia. Angus Ward comes home. Greece mourns children kidnapped by Communists. Bowl games.

WARNER PATHE NEWS, No. 42—Bowl games. Congress hears President Truman.

1950 'Dimes' Trailer Available from NSS

Distribution of a trailer to be used during March of Dimes' Motion Picture Week, Jan. 20-30, is now being made to every theatre in the U. S. and Territories through the facilities of National Screen, the National Foundation for Infantile Paralysis announces.

Made by M-G-M, with Frank Whitbeck producing, the trailer tells the story of the 1949 infantile paralysis epidemic through the eyes of Roger Hollenbeck, a victim of the disease, who was also featured in the 1949 trailer. No reference is made to audience collections in the four-minute reel, but reports from many parts of the country indicate that numerous theatres plan collections.

Among the first circuits to pledge collections, according to the National Foundation, are: H. B. Meiselman Theatres, Independent Theatres (Tennessee), Buckley Amusement Enterprises, Robert Lippert Affiliated Theatres, William K. Jenkins Theatres, Butterfield Circuit and Walter Reade Theatres.

No Decision Yet on Georgia Race: Arnall

HOLLYWOOD, Jan. 8.—"It is true I have asked Georgia's attorney general to clarify my eligibility," said Ellis Arnall, Society of Independent Motion Picture Producers president, when queried concerning reports that he may again seek the governorship of Georgia, "but I have not yet received his finding."

"Whether I would run or not is a matter I would have to decide after and if I am ruled eligible. I am very happy as president of the SIMPP and running my own law business, and do not know what my decision might be."

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RKO ADVERTISING DIRECTOR IMPRESSED BY COMPANION'S MOVIE RECORD...

S. Barret McCormick
hears movie makers
invest most money in
Companion!

Jack Carter, COMPANION representative, has dramatic proof of a key industry's confidence in the COMPANION's ability to deliver outstanding reader attention and action. And his story has captured the attention (above) of one of the top advertising directors in the movie business!

Here it is: *Not only does the COMPANION carry more movie advertising than any of the other woman's service magazines—it carries 88% more than magazine B—122% more than*

magazine C—400% more than magazine D!

Only a magazine which meets *all* the basic interests of American women today could win such an eloquent dollars-and-cents tribute from the advertisers!

No wonder that all over the country, men who are responsible for spending money in and getting results from advertising are discovering that the COMPANION is the magazine to watch in the woman's service field!

Woman's Home **COMPANION**

THE MAGAZINE OF PERSONAL SERVICE, HOME SERVICE, PUBLIC SERVICE

Ease Tax On Foreign Funds, Truman Asks

WASHINGTON, Jan. 8.—President Truman in his economic report on Friday asked Congress to ease the tax laws on income from foreign investments.

While the purpose of this revision would be "to stimulate the flow of American capital abroad," changes outlined recently by Treasury officials would help the film industry considerably in its currency convertibility problems.

Not Specific on Excises

On the question of tax revision on the home front, the economic report merely repeated the recommendation in the "State of the Union" message that Congress should "make some revisions in the tax structure to reduce present inequities, stimulate business activity, and yield a moderate amount of additional revenue."

However, some slight clue that the President might recommend excise cuts came in the report to the President from his Council of Economic Advisers, also sent to Congress on Friday. The Council suggested that tax revision include changes to stimulate "Business investment and consumer buying." The reference to consumer buying could only mean excise reduction. However, there is no way of knowing that Truman will take this particular bit of advice from his Council.

Further details of the President's tax recommendations may come tomorrow when he sends his 1951 fiscal budget to Congress, or in a week or so when the President submits a special tax message he has planned.

The Senate is expected to get down to voting this week on excise cuts, though the voting will not be a clear test of sentiment. Moves to reduce excises are being offered by Sen. Langer (N.D.), Johnston (Colo.), Mundt (S.D.) and others as amendments to a pending oleo tax bill. The amendments will pick up many votes, and the result may be surprising. Sen. Taft, Ohio Republican, said Friday he personally favors excise reduction now.

Stephen McGrath, 51

Funeral services for Stephen McGrath, 51, assistant contract manager at United Artists home office, will be held this morning at Quenzer Funeral Parlor, Queens. Solemn Requiem Mass will follow at St. Bonaventure's R. C. Church in South Jamaica and interment will be at St. John's Cemetery, Long Island. McGrath, who died Thursday following a heart attack, was with UA for 18 years.

Branson in Chicago

CHICAGO, Jan. 8.—Walter Branson, RKO Western division sales manager, and Harry Gittelson, assistant to Branson, were here over the weekend conferring with Herbert Greenblatt and Sam Gorelich, district and branch managers respectively, on the Ned E. Depinet sales campaign.

Review

"Riding High"

(Capra-Paramount)

PARAMOUNT reached into the files for this one. It's a humdinger of a race horse yarn by the late Mark Hellinger and serves ideally as a vehicle for its star, Bing Crosby. "Riding High" is a latter-day version of "Broadway Bill" which Columbia did in 1934. Frank Capra directed both the oldie, which starred Warner Baxter, and the remake.

"Broadway Bill" being ancient history, the concern now centers on "Riding High" and, to get to it, the new Paramount offering is one for top money, for sure. Like Crosby himself, the picture moves at a casual, easy gait, is up to the hilt with good-natured humor and unaffected charm. A few tunes by Bing and a specialty number by him and his opposite in the film, Coleen Gray, add to the enjoyment.

Capra also produced the film and Robert Riskin did the screenplay from the Hellinger story. It tells of the lackadaisical central character, Bing, whose love is shared by a race horse, Broadway Bill, and the daughter, Frances Gifford, of a business tycoon. Miss Gifford will have no part of the race horse and Bing is not especially happy about the prospect of entering the business dynasty of her father, Charles Bickford.

Comes the break and Bing is off to the big race with his Broadway Bill. Miss Gifford's sister, Miss Gray, who loves both Bing and his horse, follows. Hellinger's climax doubtless will be remembered by many. Broadway Bill wins the race but falls dead as he passes the finish line as a result of "holding" by the jockey who was under the influence of gamblers.

A variety of colorful characters of the race track variety are on and off the scene intermittently, participating in bits of comedy business which are always good for a laugh.

Jack Kirkwood, William Demarest, Clarence Muse, Margaret Hamilton, Douglas Dumbrille, Ward Bond, Charles Lane, Frankie Darro, Paul Harvey and Marjorie Lord are among the other cast members.

New songs in the film, by Johnny Burke and James Van Heusen, are "Bake a Sunshine Cake," "Somewhere on Anywhere Road," "Sure Thing" and "The Horse Told Me." Melville Shavelson and Jack Rose contributed some additional dialogue.

Riding high is what the new Paramount Pictures Corp. will be doing if it comes up with many more like this wholly entertaining treat.

Running time, 112 minutes. General audience classification. Release in April.

GENE ARNEEL

Myers to Dewey

(Continued from page 1)

and to prevent the imposition of like taxes in the future."

For the time being, Myers said, the fighting is mostly on the first front. But when the Federal tax is repealed, there will be strong moves in many states to replace it with state and municipal ticket taxes, he continued. "The letter to Governor Dewey serves notice that the industry is going to oppose all such moves. The ball is now passed to the New York exhibitors, who may be relied upon to follow through."

The letter to Dewey was of extreme interest in indicating the line COMPO may take before Congress to reduce the Federal admission tax. One relatively new argument which received heavy stress in the letter was that a tax on admissions abridges the freedom of expression guaranteed by the first amendment.

Myers said it was "arbitrary and unreasonable" to single out the motion picture industry for a special tax, and the only possible excuse is that the admissions tax is easy to collect. He declared that in opposing the tax, COMPO spoke not only for the industry and the workers whose jobs are jeopardized "by the growing threat to tax the movies out of business," but also for "millions of movie-goers, the vast majority of whom are low income, family people."

Myers expressed the hope that Dewey would continue his stand for repeal of the Federal tax but give up thoughts of replacing it with state and local taxes.

Heads 'Dimes' Drive

BUFFALO, Jan. 8.—Charles B. Kosco, 20th Century-Fox branch manager here, has been named chairman of the 1950 March of Dimes theatres division.

Industry Outlook

(Continued from page 1)

ed ultimate reversal of the present trend on the part of foreign governments toward raising barriers against film imports. He based this prediction on the fact that the United Kingdom, which set the restrictive example now being followed by other nations, has discovered they reacted destructively upon its own film interests, and prophesied that other nations will be as quick to emulate Britain in lowering barriers as in raising them.

Johnston named as major reasons for industry encouragement the current and forthcoming product which he described as the "finest pictures I have ever seen," benefits accruing from a successfully operating Motion Picture Industry Council and "vast promise inherent in the Council of Motion Picture Organizations, the first organization in which all components of the industry have enthusiastically merged common interests."

Praises COMPO Tax Work

In the latter connection he stressed the point that the COMPO committee on taxation is working as hard on heading off probable state, city and county efforts to substitute new local taxes for the Federal excise levy as it is to getting the latter repealed.

"On the liability side for the present," as he put it, Johnston listed television, but predicted this will pass over into the asset column "after a difficult settling period, lasting maybe two years or more," with the film industry profiting in the long run.

Johnston, accompanied by his wife, flew to Honolulu tonight for a week's combined business and pleasure. He flies from there to New York on Jan. 14 for meetings of the MPAA board on Jan. 16-17, then to Florida for business on the 18th and 19th, and to Washington on the 20th.

Urge New 10% Hike In Film Rail Costs

Washington, Jan. 8.—Two Interstate Commerce Commission examiners have urged the Commission to permit a 10 per cent increase in Railway Express rates on films and other merchandise. If approved by the Commission, this will be the fourth rate increase given Railway Express since the end of the war.

UA to Stress Co-op. Ads with 'Holiday'

United Artists will concentrate on localized, or "point of sale," advertising of "Johnny Holiday" in conjunction with the promotional campaigns of exhibitors, R. W. Alcorn, producer of the film, disclosed on Friday at a luncheon-meeting with the press at the Stork Club here.

Indicating that a limited amount of national space will be taken, Alcorn anticipates that the theatremen will spend their normal sums for advertising in cooperative programs with the distributor. In addition to tie-ins with the Kiwanis Clubs throughout the country, Alcorn said he will add to the publicity campaign with a tour of 32 cities where he intends to hold meetings with the press and exhibitors.

The producer said he alone provided the financing for "Holiday" on the proceeds of some spectacular wheat deals in South America. The film reportedly was brought in at the negative cost of about \$700,000 and it was after completion that the distribution deal with UA was set. The picture was shot entirely on location at an Indiana boys' reform school to which Alcorn was committed for indiscretions of sorts in his earlier days, the 30-year-old producer relates.

UA's distribution charge reportedly is 27½ per cent.

Vanguard Wins in Trinity Films Suit

HOLLYWOOD, Jan. 8.—California Superior Court Judge Vickers ruled on Friday in favor of Vanguard Pictures in a \$2,175,000 suit brought by William Bacher's Trinity Films against Vanguard as the result of the Selznick organization's refusal to lend Robert Mitchum, Alida Valli and Louis Jourdan to Trinity for "If This Be My Harvest" after having reached a preliminary agreement to do so. After 11 weeks' trial, the court ruled the original agreement was not valid because Trinity never submitted a final shooting script on which to base the production budget.

Sears, Peskay Aid Heart Fund Drive

Gradwell L. Sears, President of United Artists, and Edward J. Peskay, representative for film producer Harry M. Popkin, will serve as honorary co-chairmen of the Mark Hellinger Memorial Night on Feb. 5, at the Mark Hellinger Theatre here, it is announced by Mrs. Arthur "Bugs" Baer, general chairman of the 1950 New York Heart Fund Campaign.

Phonevision Trial May Be Permitted

Washington, Jan. 8.—The Federal Communications Commission indicated Friday it might allow Zenith Radio Corp. to make an immediate trial of Phonevision in the Chicago area.

The Commission indefinitely postponed Phonevision hearings set for Jan. 16 "pending action on Zenith's petition for a trial of Phonevision without a hearing."

Campaign Ready for 'Treason' Premieres

Leon Brandt, Eagle-Lion director of advertising, publicity and exploitation, has completed arrangements for the day-and-date regional premieres of "Guilty of Treason" in more than 450 circuit and independent houses in New England and the Ohio-Kentucky-Indiana-West Virginia territory.

The New England openings, Brandt said, will be set off by a saturation campaign covering all radio and television outlets of the Yankee Network in six states. The world premieres of the Edward Golden production will be at the Esquire and Pilgrim, Boston, on Feb. 8.

Brandt has left for Boston with six members of his staff who will remain in that city to cover the advance and playdate campaigns. The staff consists of Ed Dowden, Joe Mansfield, Sid Newman, Jimmy Boyle, Joseph Balaber and Vera Budnick. Others of the promotion and exploitation staff will join them later.

Exploitation manager Lige Brien has gone to Cincinnati, accompanied by Herb Drake, Irving Tombach, Addie Addison, Harry Rice and Charles Baron, to work with WLW promotion heads on setting up specific campaigns for the openings at the Keith in that city, the Allen Theatre, Cleveland, and other houses in the Ohio and West Virginia area.

'Queen' Contest at 'Montana' Premiere

HELENA, Mont., Jan. 8.—As part of the festivities for the premiere of Warner Brothers' Technicolor production "Montana" at the Marlow Theatre here Tuesday, 11 cities have chosen their respective "Bonanza Queens," who will compete for the title "Queen of the State" on the stage of the theatre.

Stars attending the premiere—Alexis Smith, David Brien, Ruth Roman, Adrienne Booth, Alan Hale, James Brown, Craig Stevens and Ian MacDonald—will play host to the winners. In addition, Sen. Jim Murray will speak from Washington over long distance lines, via Intermountain Mutual Broadcasting System, with Governor Bonner and the attending film stars. Also planned is a gala parade.

SRO Sales Meet Held

CHICAGO, Jan. 8.—A sales meeting of Selznick Releasing Organization division sales managers and home office executives was held here Thursday and Friday. Sidney G. Deneau, sales vice president, presided.

20th's Merchandising Meet

(Continued from page 1)

the industry today.

Addressing this second assemblage will be company president Spyros P. Skouras, vice-presidents Al Lichtman, Andy W. Smith, Jr., and Charles Einfeld, who will preside during the three-day parley.

On the agenda will be new merchandising methods for the industry; an analysis of trailer appeal in its application to advance selling; the progress of television, its effect on theatres, and discussions on its use as a selling aid for motion pictures; outdoor advertising; and the use of new techniques in merchandising which have appeared during the past year.

Added emphasis will be placed on the problem of developing a young audience for motion pictures. This will include an analysis of pioneering efforts in bringing children into the theatre through the media of children's matinees, special programming, and increased exploitation effort aimed at their particular age groups.

National figures in related motion picture or advertising fields will be heard during the course of the meeting. Specific advertising plans for 20th Century-Fox pictures being released during the first quarter of this year also will be discussed. Screenings of these films will be held during the sessions, either at the home office projection room or at theatres in the metropolitan area.

Announcements as to company pol-

icy, product and advertising and publicity plans will be made during the meeting.

Advertising chiefs of New York's major circuits also will be invited to participate in the conference. They will consult at first hand with the men on campaign planning for forthcoming 20th Century-Fox pictures, adding their ideas and suggestions to those of the home office advertising and publicity staff.

Following the pattern of the first showmanship meeting, the participants are again being asked to bring with them analyses of local situations; latest figures on theatre attendance; statistics on media circulation; and information on local entertainment trends and viewpoints. This information will play an important part in the planning of specific and general campaigns tied in with a broad, effective merchandising policy for the industry.

The company's purpose in calling the second meeting is based on the same principles which prompted the first one: to implement its established policy of cooperation between exhibitor and distributor; to discuss, freely and constructively, merchandising plans for 20th Century-Fox pictures; to utilize the ideas arising from the conference in preparing practical and potent campaigns for all exhibitors; to exchange ideas on general industry problems affecting both exhibition and distribution.

Colosseum to Draft

(Continued from page 1)

cording to Beznor, has won a total of \$1,250,000 in pay increases for its 1,000 members since the Colosseum became a legal entity in June, 1948, was compelled in last year's negotiations to abandon a bid for such benefits. Reason was that such a bid did not qualify for negotiation under the terms of the present contracts with the distributors. The pacts will expire in June, 1951, at which time benefit proposals will be submitted.

Beznor, who will return to his Milwaukee headquarters today, came here this week to negotiate pay raise agreements with United Artists and Film Classics. He is due back next week to resume talks with the companies' officials. Pact with UA would be a revision of an existing contract, in conformity with the pay increase and expense grant agreements which the Colosseum closed last year with 10 other distributors. An FC pact will be the first for the salesmen's union with that company.

Under the union's private life insurance plan, the survivors of four salesmen who died last year each have received payments of between \$1,250 and \$1,500, Beznor reported.

480 Films Eligible for Academy Awards

HOLLYWOOD, Jan. 8.—Nominations for awards by the Academy of Motion Picture Arts and Sciences will be made from 480 films declared eligible for this year's competition, according to Charles Brackett, Academy president. To be eligible, a film must have played for seven consecutive days in the Los Angeles area. Nominations are made by branches of the Academy, not by the studios, Brackett said.

Griffith Case

(Continued from page 1)

a hearing Judge Edgar S. Vaught reserved judgment. The government says that adding Video Independent to the suit is necessary to have a really effective decree and effective injunctive and divestiture relief.

Justice officials believe the motion creates no precedent for action against all chains of a certain size. They declare that just because they argue that this sale does not give necessary relief does not mean they must argue that every other chain of 130 theatres or more must be broken up. The present action, they maintain, must be "considered in the over-all picture of violation by Griffith and the relief necessary to undo the wrongs resulting from that violation and to prevent the recurrence of that violation."

CED Urges

(Continued from page 1)

were made, there would almost certainly be some reduction in the admissions tax.

Marion B. Folsom, treasurer of Eastman Kodak Co., is chairman of the CED Research and Policy Committee. MPAA president Eric Johnston is a member of the committee.

Newspaper Backs Mayor

BOSTON, Jan. 8.—The place for drive-ins is out of town and not in residential suburbs, the Boston *Traveler* said editorially on Friday in supporting the move by Mayor John B. Hynes to revoke licenses granted by ex-Mayor Curley. The editorial agreed with the National Association of Drive-In Theatres that outdoor theatres are popular, successful and that people want them—but not in Boston.

Report Sale of 2 RKO Houses

CINCINNATI, Jan. 8.—A deal for the purchase of two downtown RKO houses, the 2,000-seat Capitol and the 2,150-seat Shubert, by Maurice White and Robert Libson, local circuit operators, was reported as practically closed over the weekend. Both theatres must be disposed of by RKO under its consent decree with the government.

A new 10-year lease for two theatres, the Paramount in Hamilton, O., and the Paramount in Middletown, O., was negotiated on Friday by Midham Co., a new operating company. These theatres, too, have been involved in the reorganization following the Paramount decree.

The lease specifies a minimum rental of \$700,000, which may reach \$1,000,000 by adding rental from stores in the theatre structures.

'Willie' Premieres In Many Pa. Towns

PHILADELPHIA, Jan. 8.—Something new in regional saturation premieres will be tested by 20th Century-Fox next month when a state-wide series of formal openings of "When Willie Comes Marching Home" will be staged in dozens of small towns in Pennsylvania and some of the state's larger cities.

This campaign, to be staged by 20th-Fox vice-president Charles Einfeld, advertising-publicity chief, will carry big-scale showmanship into communities that have never witnessed Klieg-lighted, star-encrusted premieres except on the screen. Colleen Townsend, co-star of the film, will be featured in the entourage that will travel by motor and plane throughout the state to coincide with the openings.

222 Ready to Enter 'Mother' \$\$ Contest

Sparked by the first announcement in the trade press last week of 20th Century-Fox's nationwide showmanship contest for "Mother Didn't Tell Me," 222 exhibitors already have signified their intention of entering the contest which begins March 2 and ends May 7, according to the company. Winning entrants will be awarded prizes totalling \$7,500. For "Mother Didn't Tell Me" the company is increasing its allotment of prints to 500 in order to give exhibitors the greatest opportunity for playing time during the contest period.


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VOL. 67. NO. 6

NEW YORK, U. S. A., TUESDAY, JANUARY 10, 1950

TEN CENTS

United Para. Aims for Vast Role in Video

**Equipment Seen in All
Theatres by Goldenson**

United Paramount Theatres will take a full-scale role in the development of theatre television with equipment for large-scale projection to be employed immediately upon its becoming available, Leonard Goldenson, president, announced here yesterday.

Robert H. O'Brien, secretary-treasurer, will be in charge of the circuit's video interests and activities with Robert Weitman, home office executive, serving as consultant on talent and programming. O'Brien will have as a special assistant Jason Rabinovitz, formerly with Chase National Bank here.

While the company has extensive
(Continued on page 5)

Truman Hints Cut In Excise Tax; US Sees Grosses Steady

WASHINGTON, Jan. 9.—President Truman today hinted even more strongly that he will ask Congress to reduce or repeal some, if not all excise taxes.

At the same time, Treasury Department and Budget Bureau experts indicated they expect box-office business in the 12 months ending this coming
(Continued on page 5)

Theatre Educators Join Fight on Tax

A resolution calling for substantial reduction or elimination of the Federal admissions tax, indicting as "discriminatory" the levying of such taxes by states and cities, and pledging active cooperation with other groups interested in similar tax reform, has been unanimously approved by the American Educational Theatre Association, it was reported here yesterday by the American National Theatre and Academy.

AETA is described as "the largest and most representative organization
(Continued on page 5)

Celler's Committee Considers Measures For Policing of Decrees by Congress

Washington, Jan. 9.—Members of the Celler House Judiciary sub-committee investigating monopoly have been discussing legislation to allow Congressional policing of consent decrees.

The proposal is in its very formative stages, and may be discarded. Present idea is to require the Justice Department to file all consent decrees with appropriate House and Senate committees for their scrutiny. Several witnesses before the Celler Committees attacked the consent decree system as allowing settlements not in the public interest.

Meanwhile, Rep. Walter (D., Pa.), ranking member of the Committee attacked the consent decree system as allowing settling-violating U. S. anti-trust laws from \$5,000 to \$50,000, as predicted yesterday.

The Walter bill would leave the present one-year maximum jail sentence unchanged. Early hearings are planned on the proposal.

TOA WILL ACT NATIONALLY ON COMPETITIVE BIDDING 'LEAKS'

Action on the national scale will be instituted by the Theatre Owners of America in connection with the complaint of affiliate Southern California Theatre Owners Association that stock ownership in certain theatres by some persons holding key positions in a number of Los Angeles exchanges enables them to create "unfair and impossible" competition by giving them access to bids offered by the opposition before they enter bids from their own houses.

This will be one of several items on the agenda of the TOA two-day board meeting which will open tomorrow at the Mayflower Hotel, Washington. Board chairman Arthur H. Lockwood will preside.

Ratification of the Council of Motion Picture Organizations agreement, theatre television, problems created by the enforced divestiture of distributor-owned theatres, the all-industry admission taxes fight, wages-and-hours laws, an industry fair trade practices code, drive-in theatres affiliation and TOA's national membership campaign will be among other topics discussed and acted upon.

Concerning the membership drive,
(Continued on page 2)

Rank Cuts Pay of Theatre Managers

LONDON, Jan. 9.—Citing as the reason falling receipts, rising costs and a growing entertainment tax burden, J. Arthur Rank's Odeon and Gaumont British circuits have cut theatre managers' pay. In a quick reaction, however, the Theatre Managers' Society accused the Rank organization of bad faith and described the cut as "iniquitous."

An agreement signed with the Managers' Society in 1946 provides for a cut if receipts fall below a given level.

Arnall Sees Majors As Producers Only

HOLLYWOOD, Jan. 9.—Forecasting that "when divorcement is made absolute, the majors will be independent producing companies," Society of Independent Motion Picture Producers president Ellis G. Arnall said in a statement issued following a week's conferences here with organization members, "Nothing has taken place within industry as revolutionary or far reaching as the results which will accrue to independent producers by reason of the court decisions requiring divorcement of production-distribution and exhibition. "When buying-bookings combinations and local, state and regional exhibition monopolies have been smashed, the independent producer will at long last have a chance to market his product in freely competitive market. Problems of financing for independents will be solved as quickly as wholesome competitive exhibition opportunities are created. Banking and private production loans will be repaid and an experience of
(Continued on page 5)

Cooperative Effort Abroad Is Urged

WASHINGTON, Jan. 9.—The Federal Trade Commission told Congress today that "as a result of unsettled world trade conditions," there is a greater need than ever for cooperative effort by exporters under the Webb-Pomerene Act. The Motion Picture Export Association was organized under the act, but its operations in some foreign countries are being terminated. The Commission's statement took on interest in view of recent attacks on the Webb-Pomerene Act.

Divorcement Proposals Hit By Justice

**Says Majors Trying to
Escape Court's Decision**

In a reply brief prepared for filing today, the Department of Justice bitterly attacks the divorcement and theatre licensing proposals filed with the New York District Court by the three remaining major defendants in the Paramount case, Loew's, 20th Century-Fox and Warners.

The Department says the proposal that the defendants three years later could ask the court to absolve them from consummating their divorcement plans not only disregards the July opinion of the court that divorcement is necessary but will "add indefinite years to a
(Continued on page 5)

U.S. Supreme Court Refuses to Act on 5th & Walnut Case

WASHINGTON, Jan. 9.—The U. S. Supreme Court wrote "finis" to day to Fifth and Walnut's attempt to sue major distributors.

The Court refused to reconsider its Dec. 5 decision not to review the action of the Second Circuit Court of Appeals, tossing out the anti-trust suit by the Louisville exhibitor. There was no opinion, the court merely noting its refusal to grant a rehearing in a long list of orders. As on Dec. 5, Justices Clark and Douglas abstained.

Await Decision in Meiselman Suit

CHARLOTTE, Jan. 9.—An early decision by the Fourth Circuit Court of Appeals is expected in the anti-trust suit filed by H. B. Meiselman, Charlotte exhibitor, against major distributors and three theatres owned by Paramount.

Meiselman's appeal from a District Court decision refusing him a preliminary injunction against the present theatre classification system was argued here on Friday. Members of the Appeals Court showed particular interest in the defendants' argument
(Continued on page 5)

Personal Mention

STEVE BROIDY, Allied Artists and Monogram president, and **HAROLD MIRISCH**, vice-president, will leave Hollywood tomorrow for New York to confer with Eastern sales executives on forthcoming product.

JEROME WECHSLER, Warner Cleveland branch manager, and **MRS. WECHSLER** were in Pittsburgh on Sunday to attend the wedding of their son, **LEONARD**, to **MISS MILLIE ROSENBERG**.

DAVID A. LIPTON, Universal-International advertising-publicity director, arrived in New York yesterday from California.

D. A. DORAN, Paramount studio executive, and **MRS. DORAN** are due in New York from the Coast on Monday.

RUSSELL HOLMAN, Paramount Eastern production head, is in Hollywood from New York.

Services Held for William A. Brady, 86

A requiem mass was celebrated here yesterday at St. Malachy's Church for **William A. Brady**, 86, theatrical producer and noted showman, who died on Friday at his New York home. Right Rev. J. B. O'Reilly, a friend of Brady, conducted the services, which were followed by burial at the Sleepy Hollow Cemetery, North Tarrytown.

Banks Stricken in Italy

Monty Banks, 52, actor, film director and husband of British comedienne **Gracie Fields**, died in Italy over the weekend of a heart attack, it is disclosed in press dispatches from Milan. Dr. Gino Onestu, who was accompanying him, said death occurred while Banks was being carried from a railroad station in the town of Arona to a hospital. He was on his way with **Miss Fields** to their home on the Isle of Capri.

Lawrence Kennedy, 60

HOLLYWOOD, Jan. 9.—Funeral rites will be held at Forest Lawn tomorrow for **Lawrence Kennedy**, 60, Columbia salesman who died Saturday at his Pasadena home after a prolonged illness. Thirty-one years in the industry, Kennedy held his Columbia post for the past 12 years. The widow, a son, daughter and two grandchildren survive.

Correction

An incorrect heading on a story in **MOTION PICTURE DAILY** yesterday stated that **Shea Enterprises** would get two Youngstown, O., theatres in a projected settlement of litigation with Warner Brothers. As the story stated correctly, only one theatre, the Paramount, will be operated by **Shea** if the negotiations are consummated. The Warner Theatre will continue as a Warner operation.

SAG Rejects TVA Request to Halt Video Negotiations

HOLLYWOOD, Jan. 9.—Rejecting the Television Authority's request that Screen Actors and Screen Extras guilds discontinue negotiations with telecasters pending further attempts to reach a mutual agreement on administering jurisdiction in the telefilm acting field, the latter groups met in a four-hour session with the Television Film Producers Association and adjourned to renew conferences Jan. 19. TFPA will meet separately in the interim to discuss the SAG-SEG proposals for wage minimums for acting in telefilms and for additional pay for the re-use of such films.

SAG-SEG also dispatched a letter inviting the Television Authority to "forward to us in writing your views on a partnership agreement or other working arrangement which recognizes the two fields, live and film."

NLRB and IATSE Challenge SPG Vote

HOLLYWOOD, Jan. 9. — National Labor Relations Board's challenging of three votes cast Friday in the election to determine whether unaffiliated Screen Publicists Guild or IATSE shall represent the major studio publicists will delay the official outcome of balloting pending a ruling by Washington headquarters, which could take up to six months. IATSE also declared today that it "will contest any certification of SPG" based on the election, which SPG won, 64 to 62.

'Outlaw' Gross Up; 21 Houses Hold Over

Topping in a second week the aggregate \$450,000 grossed in its first week at 21 theatres in as many cities, **Howard Hughes'** "The Outlaw" is holding over in all those situations, RKO Radio, distributors of the picture, reports.

The company said that in Chicago, the film completed its first week in excess of \$40,000 at the RKO Grand. RKO Boston, that city, reported an initial week's gross in excess of \$67,000.

TOA Will Act

(Continued from page 1)

TOA executive director **Gael Sullivan** said here yesterday as he departed for Washington that the board is expected to discuss the advisability of expanding the organization to include Canadian and Mexican exhibitors either on a full membership or associate basis.

The meeting will be preceded by an informal buffet supper tonight at the Mayfair Hotel. Speakers at the business sessions, which will be attended by 60 TOA leaders from all parts of the country, will include Gov. M. S. Scymczak of the Federal Reserve Board, **James J. Reynolds** of the National Labor Relations Board, Attorney-General **J. Howard McGrath**, Secretary of Labor **Maurice Tobin**.

NEWS in Brief . . .

THE Bijou Theatre here has capped its 63-week run of "The Red Shoes" by purchasing from **Eagle-Lion** the right to continue the run for as long as it wishes for \$100,000 in cash. The deal, which was initiated by **Robert W. Dowling**, president of **City Investing Co.**, owner of the Bijou, was consummated by **William J. Heineman**, sales vice-president for **Eagle-Lion**, and **Maurice A. Maurer**, managing director of the Bijou, **Astor** and **Victoria** theatres.

Hollywood, Jan. 9.—Screen Directors Guild today voted its quarterly award for directorial achievement to **Al Werker** for his "Lost Boundaries." The award is the sixth voted since SDG initiated its own awards system 18 months ago.

An analysis of television in relation to theatre box-office activity will be presented at the next membership meeting of **Allied of New Jersey**, to be held on Jan. 30 at the **Stacy Trent Hotel**, **Trenton**, it is reported by **Wilbur Snaper**, **Jersey Allied** president.

Los Angeles, Jan. 9. — Federal Judge **James M. Carter** today denied a motion by **RKO** counsel to dismiss a damage suit brought by **Ann Sheridan** on Nov. 21 charging breach of contract in failing to star her in "Carriage Entrance" at a \$150,000 salary.

\$7,900 'Pinky' Gross

MEMPHIS, Jan. 9.—**Darryl F. Zanuck's** "Pinky", 20th Century-Fox, opened here on Saturday at Loew's Palace to a record \$3,800 gross then on Sunday set another house mark of \$4,100.

'Montana' Premiere In Helena Tonight

First world premiere ever to be held in Montana will take place in Helena tonight at the **Marlow Theatre** with the opening of Warner's "Montana." Labeled the "Montana Bonanza World Premiere," the event will be handled with a state-wide series of special events which were set by **Mort Blumenshine**, head of Warner's advertising publicity department, with leading state officials and **Fox Intermountain Circuit** representatives. Gov. **Bonner** and Mayor **Finnegan** head the group of dignitaries who will attend.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER
"ON THE TOWN"
JULES MUNSHIN - VERA ELLEN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
BERT LAMARR - VICTOR MATURE - GEORGE SANDERS
ANGELA LANDSBURY - BENNY WILCOXON
Paramount only
RUSS CASE & ORCH.
PARAMOUNT RIVOLI

"Sands of Iwo Jima"
Starring **JOHN WAYNE**
A Republic Picture
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In 1950 it's "Francis"



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A UNIVERSAL-INTERNATIONAL PICTURE

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according to local exhibitors, who
report that a rainbow-hued flicker
boosts biz 30%."

...WALTER WINCHELL
in New York Daily Mirror

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
Dec. 11	(Dec. Releases) TELL IT TO THE BOYS Robert Young Robert Cummings C-87 min. (Rev. 11/18/49)	(Dec. Releases) PORT OF NEW YORK Scott Brady Richard Widmark D-79 min. (Rev. 10/27/49)	CHALLENGE TO LASSIE (Color) Edmund Gwenn Donald Crisp D-70 min. (Rev. 10/27/49)	SQUARE DANCE KATY Jimmy Davis D	(Dec. Release) THE GREAT LOVER Bob Hope Blondie Crispin C-80 min. (4008) (Rev. 9/14/49)	BLONDE BANOIT Robt. Rockwell D	HOLIDAY AFFAIR Robt. Mitchum Janet Leigh D-87 min. (1013) (Rev. 11/18/49)	(Dec. Releases) FIGHTING MAN OF THE PLAINS (Color) Randolph Scott O-94 min. (930) (Rev. 10/19/49) PRINCE OF FOXES Tyrone Power Orson Welles D-107 min. (930) (Rev. 8/22/49)	MRS. MIKE Oick Powell Evelyn Keyes D-94 min. (Rev. 12/19/49)	(Dec. Release) UNDERTOW Scott Brady John Hodiak John Hodiak (Rev. 12/8/49)	(Release) FAREWELL TO ARMS D-78 min. (909) (Rev. 12/9/32) THE HATCHET MAN (Release) Orson Welles D (Release: Feb.)	FALLEN IDOL Ralph Richardson D-94 min. (Rev. 10/9/49) (Release: Dec.)
Dec. 18	AND BABY MAKES THREE Robert Young Barbara Hale C-87 min. (Rev. 11/29/49)	COWBOY AND THE PRIZEFIGHTER Jim Bannon O-55 min. (Rev. 12/8/49)	JOHNNY EAGER Lina Turner Robt. Taylor D-105 min. (Rev. 12/10/41)	BOMBA ON PANTHER SLANO Johnny Sheffield D-70 min.		PIONEER MARSHAL Monroe Hale O						THE THIRD MAN Joseph Cotten Orson Welles D (Release: Feb.)
Dec. 25	PRISON WARREN Warner Baxter Anna Lee D-62 min. (Rev. 11/29/49)	GAY LADY Jean Kent D-46 min. (Rev. 12/8/49)	ON THE TOWN Gene Kelly Frank Sinatra Vera-Ellen M-98 min. (Rev. 12/7/49)	RANGE LANO Whip Wilson O-56 min.								
Jan. 1	SMOKEY MOUNTAIN MELODY Roy Acuff O-61 min.	PASSPORT TO PARIS Margaret Buchanan D-72 min. (Rev. 10/21/49)	MALAYA Spencer Tracy James Stewart D-98 min. (Rev. 12/2/49)	SIX-GUN MESA Johnny Mack Brown O-57 min.			THE OUTLAW Jane Russell Walter Huston D-103 min. (1006) (Rev. 12/28/49)		OAVY CROCKETT George Montgomery Ellen Drew O-71 min.	(Jan. Releases) WOMAN IN HIDING Ida Lupino Stephen McNally Howard Ouff D-92 min. (Rev. 12/10/49)	THE LADY TAKES A SAILOR Jane Wyman Oennis Morgan C-59 min. (911) (Rev. 12/5/49)	GUilty BYSTANDER Zachary Scott Faye Emerson D (Release: Jan.)
Jan. 8	FEUDIN' RHYTHM Eddy Arnold O-66 min. FRONTIER OUTPOST Charles Starrett O	(Jan. Releases) THE SUNDOWNERS (Color) Robert Preston D-90 min. (Rev. 11/7/49)	AMBUSH Robt. Taylor Arlene Dahl D-89 min. (Rev. 12/23/49)			BELLS OF CORONADO (Color) Roy Rogers O	I MARRIED A COMMUNIST Laraine Day Robert Ryan D-73 min. (1008) (Rev. 9/21/49)	(Jan. Releases) DANCING IN THE DARK (Color) William Powell Mark Stevens CM-92 min. (Rev. 11/7/49)	DEADLY IS THE FEMALE John Dall Peggy Cummins D-87 min. (Rev. 11/11/49)	THE RUGGED D'RIORDANS John O'Malley Thelma Scott D-76 min. (Rev. 12/14/49)	INSPECTOR GENERAL (Color) Bobby Driscoll Barbara Bates C-89 min. (Rev. 11/17/49)	FLYING SAUCER Mikel Conrad D-69 min. (Rev. 1/6/50)
Jan. 15	THE TRAVELING SALESWOMAN Jean Davis C-75 min. SONS OF NEW MEXICO Gene Autry O-71 min. MARY RYAN DETECTIVE Marsha Hunt D-67 min. (Rev. 11/21/49)	GIVE US THIS OAY Sam Wanmaker D-70 min. (Rev. 12/16/49)	EATLEGROUND Van Johnson John Hodiak D-118 min. (Rev. 9/28/49)	BLUE GRASS OF KENTUCKY (Color) Bill Williams D	(Jan. Release) THELMA JORDON Barbara Stanwyck Wendell Corey D-100 min. (4010) (Rev. 11/7/49)		MY FOOLISH HEART Susan Hayward John Dall Dana Andrews D-99 min. (1009) (Rev. 10/17/49)	WHIRLPOOL Gene Tierney D-97 min. (Rev. 11/28/49)		SOUTH SEA SINNERS Shelley Winters MacDonald Carey Luther Adler O-88 min. (Rev. 1/5/50)	THE HASTY HEART Ronald Reagan Patricia Neal D-99 min. (913) (Rev. 12/1/49)	CRY MURDER Carol Mathews D (Release: Feb.)
Jan. 22	CHINATOWN AT MIDNIGHT D-67 min. (Rev. 12/26/49)	INTRUDER IN THE DUST Claude Jarman, Jr. D-87 min. (9) (Rev. 10/11/49)				UNMASKED Robt. Rockwell D			IF THIS BE SIN Myrna Loy Peggy Cummins D		MONTANA (Color) Errol Flynn Alexis Smith O-70 min. (911) (Rev. 1/4/50)	RED DESERT D (Release: 12/3)
Jan. 29	FATHER IS A BACHELOR William Holden C	EAST SIDE, WEST SIDE James Mason Barbara Stanwyck Van Redlin D-108 min. (Rev. 12/16/49)					STROMBOLI Inggrid Bergman D	(Feb. Releases) WHEN WILLIE COMES MARCHING HOME Oan Dalley D-92 min. (908) (Rev. 1/4/50)			BACKFIRE Virginia Mayo George MacRadon D-91 min. (915)	TOUGH ASSIGNMENT D (Release: 12/17)
Feb. 5	THE NEVAOAN (Color) Randolph Scott O-81 min. MARK OF THE GORILLA John Hodiak D-88 min. (Rev. 12/29/49)	GUILTY OF TREASON Charles Bickford Bonita Granville (Rev. 12/29/49)	BLOSSOMS IN THE DUST Greer Garson Walter Pidgeon D-79 min. (Rev. 6/23/41)	HONEYMOON FOR FIVE Joe Kirkwood C	(Feb. Releases) CAPTAIN CHINA John Payne Gail Russell D-94 min. (9) (Rev. 11/7/49)	GUNMEN OF ABILENE Alan Rocky Lane O			JOHNNY HOLLOAY William Bendis, Jr. Allen Martin D-94 min. (Rev. 12/19/49)	BORDERLINE Fred MacMurray Gladys D (Feb. Releases)		HOLLYWOOD VARIETIES (Release: 1/14)
Feb. 12	GIRLS' SCHOOL Joyce Reynolds D-62 min. MULE TRAIN Gene Autry O	THIRO MAN Joseph Cotten Valli D	KEY TO THE CITY Clark Gable Loretta Young C-D	BLONDE OYANITE Beverly Boys C	DEAR WIFE William Holden Jean Crawford C-D-88 min. (Rev. 11/7/49)			OAKOTA LIL (Color) George Montgomery Marie Windsor		FRANCIS Donald O'Connor Patricia Medina D-91 min. (Rev. 12/12/49)		EVERYBODY'S OANCIN' D (Release: 2/11)
Feb. 19	TRAIL OF THE RUSTLERS O			YOUNG DANIEL David Bruce D FENCE RIDERS Whip Wilson O				TWELVE O'CLOCK HIGH Gregory Peck John Hodiak D-129 min. (904) (Rev. 12/21/49)				WESTERN PACIFIC AGENT D (Release: 2/18)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama, (M) Musical, (C) Comedy, (IO) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

Buffalo Council Asks For Ticket Tax Cut

Washington, Jan. 9.—The Common Council of Buffalo, N. Y., has called on Congress to "repeal or substantially reduce" the 20 per cent admission tax, according to a resolution inserted in the *Congressional Record* by Rep. Taurie, Democrat, of Buffalo.

Arnall Sees
(Continued from page 1)

successful operation will be developed. When banks know independent producers make money and repay their loans, credit terms will be liberalized.

"Our target must continue to be monopolistic practices within the industry," Arnall said. "These monopolies must be destroyed. Not only must monopoly on the part of the majors be eliminated, but the industry must be freed from the withering grasp of conspiracy and monopoly in buying-bookings combines."

Meiselman Decision
(Continued from page 1)

that the case involved only a preliminary injunction and that it was not necessary to decide the case on the merits now. Meiselman is managing to stay in business, they argued, and a decision on the merits can wait until the lower court acts on Meiselman's request for a final injunction and damages.

US-Majors's
(Continued from page 1)

case already pending more than 10 years."

Moreover, the government declares, "it would afford these defendants, who have shown no awareness of their violation of the Sherman Act and no desire to terminate their illegal activities and illegal statutes by a judgment of this court designed to effect those ends, a preferential position *vis a vis* those of the defendants who, in an effort to make amends for their violation and to provide for a restoration of competition, have agreed to a judgment of divorcement."

The government memo, prepared by anti-trust attorney Philip Marcus for the final argument scheduled for Jan. 17 here, also hits at the defense proposal that the injunction against theatre acquisitions not apply to the distributor defendants and that nothing should limit a distributor in licensing pictures in any theatres in which it had a proprietary interest. The force of the theatre-by-theatre licensing injunction "would be largely nullified if defendants proposals were adopted," Marcus argues. "The very fact that the defendants would submit a proposal of this nature at this stage of the case makes clear the necessity for the government's proposal prohibiting the distributor defendants from theatre acquisitions."

Defense proposals for a year in which to submit a divorcement plan and five years to carry it out "are clearly improper," the Department says. It points out Paramount and RKO took a one-year limit.

Para. Video
(Continued from page 1)

generalized plans for using the new medium, a specific program must await action by the Federal Communications Commission on various industry requests for exclusive channels, it was said. Affirmative decision by the FCC would be followed necessarily by a course of "trial and error," Goldenson said, pointing up the fact that only extensive study and experimentation will determine the most appropriate type of programming, and the most suitable means of broadcasting, transmission and reproduction on large screens.

Goldenson reported facilities for large-screen TV will be installed in United Paramount houses in Detroit, Boston, San Francisco and Minneapolis upon its delivery by the manufacturer and other key cities will be added to the list. The Paramount Pictures intermediary film system is on order for the theatres in the four given cities but, as Goldenson said, if any other superior method is developed United Paramount will take it.

Theatre Educators
(Continued from page 1)

in the country devoted primarily to theatre education at all levels." Its cooperation in the tax fight will take the form of appearance before appropriate Congressional committees, collection and dissemination of pertinent information and statistics and other publicity supplied to its nationwide membership.

Gives Breakdown on Amusement Tax Bite

Washington, Jan. 9.—Rep. Lovre (R., S. D.) states here that an analysis based on government tax and expenditure figures indicated that in 1948 a family of three with a \$3,000 annual income paid \$19 in Federal amusement taxes, a family of four with \$5,000 income paid \$40, and a family of four with \$7,500 income paid \$55.60.

Hints of Excise Cut
(Continued from page 1)

June 30 to be about the same as in the year ending last June 30, and that they expect a slight rise in the 12 months ending June 30, 1951.

Both the President's hint and the Federal experts' estimate were contained in the 1951 fiscal year budget sent to Congress by the White House.

Truman said that all of his revenue figures were based on "present tax laws," but that he would shortly submit to Congress certain proposed changes which would alter the picture. The hint that excise reduction would be among his recommendations came from a statement that some of his proposals would "cause immediate revenue loss" and from the fact that in estimating how much revenue would be raised by excise taxes, the President emphasized that this estimate was based on "present law."

Actual recommendations await his special tax message.

PARAMOUNT

TRADE SHOWS

Before Audiences

Jan. 6 thru Feb. 1

FRANK CAPRA'S

"RIDING HIGH"

starring BING CROSBY

COLEEN GRAY • CHARLES BICKFORD • FRANCES GIFFORD

with William Demarest • Raymond Walburn

James Gleason • Ward Bond • Clarence Muse

Percy Kilbride • Harry Davenport

Produced and Directed by FRANK CAPRA

Screenplay by Robert Riskin • Additional Dialogue by Melville Shavelson and Jack Rose • Based on a Story by Mark Hellinger

New Songs: Lyrics by Johnny Burke, Music by James Van Heusen

PLACE OF SCREENING			
PLACE	DATE	PLACE	DATE
ALBANY Strand Theatre.....	Fri., Jan. 13	MEMPHIS Strand Theatre.....	Fri., Jan. 20
ATLANTA Fox Theatre.....	Wed., Jan. 11	MILWAUKEE Wisconsin Theatre.....	Fri., Jan. 20
BOSTON Allston Theatre.....	Mon., Jan. 16	MINNEAPOLIS Radio City Theatre.....	Thurs., Jan. 19
BUFFALO Paramount Theatre.....	Mon., Jan. 23	NEW HAVEN Paramount Theatre.....	Fri., Jan. 20
CHARLOTTE Paramount Proj. R'm... 9:30 A. M.	Mon., Jan. 23	NEW ORLEANS Saenger Theatre.....	Wed., Jan. 25
CHICAGO Paramount Proj. R'm... 1:30 P. M.	Mon., Jan. 16	NEW YORK Loew's Lexington Theatre.....	Mon., Jan. 16
CINCINNATI Albee Theatre.....	Tues., Jan. 17	OKLAHOMA CITY Criterion Theatre.....	Mon., Jan. 23
CLEVELAND Loew's State Theatre.....	Fri., Jan. 13	OMAHA Paramount Proj. R'm... 1:00 P. M.	Thurs., Jan. 19
DALLAS Paramount Proj. R'm... 2:30 P. M.	Mon., Jan. 23	PHILADELPHIA Tower Theatre, Upper Darby, Pa....	Fri., Jan. 13
DENVER Denham Theatre.....	Thurs., Jan. 26	PITTSBURGH Stanley Theatre.....	Wed., Jan. 18
DES MOINES Des Moines Theatre.....	Mon., Jan. 30	PORTLAND Orpheum Theatre.....	Fri., Jan. 20
DETROIT United Artists Theatre.....	Tues., Jan. 17	SALT LAKE CITY Centre Theatre.....	Tues., Jan. 17
INDIANAPOLIS Circle Theatre.....	Wed., Jan. 11	SAINT LOUIS Ambassador Theatre.....	Fri., Jan. 6
JACKSONVILLE Florida Theatre.....	Wed., Jan. 11	SAN FRANCISCO Paramount Theatre.....	Mon., Jan. 16
KANSAS CITY Paramount Theatre.....	Fri., Jan. 20	SEATTLE Seattle Fifth Ave. Theatre.....	Thurs., Jan. 19
LOS ANGELES Paramount Theatre, Hollywood.....	Mon., Jan. 16	WASHINGTON Warner Theatre.....	Fri., Jan. 13



An orchid for the Prize Baby!

FAIRFIELD OPERA HOUSE
Fairfield — Maine
"Where Happiness Costs So Little"



Nov. 29, 1949

National Screen Service Corp.
1600 Broadway
New York 19, N. Y.

Gentlemen:

I am sending you this letter to show my appreciation of the wonderful service received from the Boston Office. It is truly amazing to see what courtesy that everyone at the Boston Office has given me, being just a small town theatre. I am deeply thankful to the Branch Manager, and your salesman Mr. Stoloff, as they have been both very helpful.

The only thing that has kept me in business today is by having those hard-hitting, eye-appealing National Screen Trailers and Accessories. No exhibitor should be without them. Once again I want to thank everyone of National Screen Service Corp. for the service that I have received for the past years, and now that I have signed my contract for the next year I can relax and know that National Screen Trailers and Accessories will take care in bringing patrons to my theatre.

Sincerely yours,

Fernand A. Morrisette
F. A. MORRISSETTE

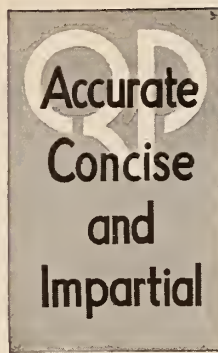
Thanks, Mr. Morrisette -
Large or small your
service problem is our Big
Job at N.S.S... we're happy
to know we please you.

The Prize Baby

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



MOTION PICTURE DAILY



VOL. 67. NO. 7

NEW YORK, U. S. A., WEDNESDAY, JANUARY 11, 1950

TEN CENTS

SIMPP Wants State Dept. At U. K. Meet

**Disclaims Boycott Intent;
Would Like Early Parley**

HOLLYWOOD, Jan. 10.—Members of the Society of Independent Motion Picture Producers believe the Anglo-American film meeting should be held prior to the British election if possible and "feel the U. S. State Department should be present at the meeting," president Ellis Arnall said in a formal statement today.

Inferentially quashing published reports that SIMPP contemplates boycotting Britain unless better terms are obtained, the Arnall statement said: "No film producer wants to boycott any country; no such procedure is intended. We want to do business with England. We expect to continue cooperative agreements with the British. We want foreign markets."

The statement continued, in part:
(Continued on page 4)

Goldwyn and MPAA Separate Tuesday

Samuel Goldwyn's resignation from the Motion Picture Association of America, tendered a year ago, will become effective next Tuesday.

When he submitted his resignation on Jan. 18, 1949, Goldwyn stated: "I have resigned in order to give my undivided support to the interests of the Society of Independent Motion Picture Producers." He said at that time that he found himself "unable to agree conscientiously with many of the policies formulated by the Association and feel that they do not represent the interests of independent producers."

The by-laws of the MPAA require one year's notice of resignation.

Goldschmidt Named To Republic Post

Rudolf Goldschmidt has been appointed Republic International's special representative in Germany, leaving here for that country on or about Jan. 15.

Prior to his joining Republic, Goldschmidt was associated with Loew's International for six years and with the MPEA in Germany for two years.

TOA is Host to Top Gov't. and Congress Leaders in Capitol

WASHINGTON, Jan. 10.—The two-day meeting of the officers and directors of the Theatre Owners of America got off to a flying start here tonight with an informal cocktail party and buffet supper for some 40 top government officials and members of Congress.

It was obvious that reduction of the Federal admission tax was uppermost in everyone's mind, and the guest list was liberally sprinkled with members of the tax-writing House Ways and Means Committee and Senate Finance Committee. About 60 TOA officials attended, along with trade press representatives.

Tomorrow evening the television committee will meet with FCC chairman Wayne Coy and other top FCC officials.

Top items on the agenda for the Wednesday-Thursday sessions
(Continued on page 2)

Legion Reviews 467 Productions in '49

The National Legion of Decency reviewed 467 features in its year ending last November. Of that total, 193 (41 per cent) were rated Class A-I, morally unobjectionable for general patronage; 165 (35 per cent) were rated Class A-II, morally unobjectionable for adults; 96 (20½ per cent) were rated Class B, objectionable in part for all, and 13 (2.78 per cent) were rated Class C, objectionable.

(Continued on page 4)

1st-RUN BUSINESS HERE NEAR NORMAL, BUT IS STILL GOOD

'Battleground' Gets Extra Loop Time

CHICAGO, Jan. 10.—M-G-M today obtained U. S. District Court approval to exhibit "Battleground" in the Loop for more than the two weeks maximum specified in the Jackson Park Theatre anti-trust case decree.

The extended engagement was cleared when Thomas McConnell, attorney for Jackson Park, asked the court to waive today's hearing on the M-G-M petition, asserting that he preferred to wait for the U. S. Circuit Court of Appeals to rule on his appeal from a District Court order permitting 20th Century-Fox's "Come to the

(Continued on page 4)

Await FCC Word on Theatre Television

Washington, Jan. 10.—TOA directors, gathering here for their mid-winter meeting, are hopeful that the Federal Communications Commission tomorrow or Thursday will announce its intention of holding hearings on the industry's request for theatre television frequencies. Wednesdays and Thursdays are the Commission's weekly meeting days, and an FCC announcement on theatre TV is considered long overdue.

Dissolution Terms Enforceable: K-B

WASHINGTON, Jan. 10.—K-B Amusement Co. told the Court of Appeals here today that even if a court finds a partnership between a major company and an independent illegal *per se* or by reason of the facts in the case, "there would still be no reason why the provisions relating to the dissolution of the partnership" contained in the original partnership agreement should not be enforced.

K-B is seeking to force Warner's Stanley Co. out of the jointly-owned and operated MacArthur Theatre on terms of the original contract. Stanley says the company should be dissolved and assets sold publicly. The District Court said the contract was illegal *per se* and therefore unenforceable.

In a reply brief to Stanley's appeals
(Continued on page 4)

Naify Given 7-Year Pact As UTC Head

**To Operate Cal. Circuit
Taken Over by Schenck**

SAN FRANCISCO, Jan. 10.—Mike Naify has signed a seven-year contract as general manager of United Theatres of California, Inc., under the now consummated deal whereby 50 per cent of that company passes to United Artists Theatres of California, Inc.

UTC is the holding company for Golden State Theatre and Realty Corp. and T. and D., Jr., Enterprises and controls approximately 75 per cent of the stock in its two subsidiaries which together operate over 100 houses in California.

UATC is a subsidiary of United Artists Theatres Corp., of which Joseph M. Schenck, executive head of 20th Century-Fox production, is president.

The half-interest in UTC now formally acquired by UATC represents the combined holdings of Naify and Robert A. McNeil and Eugene

(Continued on page 4)

\$2½-Million Paid by RKO for Pantages

RKO paid \$2,500,000 for the 50 per cent interests of the Pantages family—Lloyd Alexander and R. A. Pantages and Mrs. Carmen P. Considine—in the Pantages Theatre, Hollywood, giving the company 100 per cent ownership of the entire theatre building, it has been officially disclosed.

Meanwhile, dissolution of other partnerships was the subject of another meeting of RKO executives here yesterday but no final decision on a course of action was reached. RKO must split with its affiliates or present an alternative agreeable to U. S. District Court here by Feb. 16.

Gambee Seen Taking Michalove's Duties

National Theatres in all likelihood will not name a successor to the late Dan Michalove, vice-president and Eastern representative, according to reports from the Eastern office of the circuit. It was said that A. Sumner Gambee, National's vice-president and secretary, will absorb Michalove's duties. Gambee was out of town and not available for comment yesterday.

NEWS in Brief . . .

TRUEMAN REMBUSCH, treasurer of Allied States and president of the Associated Theatre Owners of Indiana, will be judge of the national showmanship contest which 20th Century-Fox is sponsoring for "Mother Didn't Tell Me," it was announced here.

Washington, Jan. 10.—Senate Majority Leader Lucas today promised the Senate a chance for a separate vote on excise tax reductions. The statement was in reply to Sen. Butler (R., Neb.), sponsor of an excise-cutting amendment to the pending oleo bill, who said earlier today that his amendment may be the Senate's only opportunity this session to act on excises.

ALBANY, N. Y., Jan. 10.—Charles Martini will acquire from the Schine circuit on Feb. 1 the Pontiac at Ogdensburg, and the Capitol at Oswego. The two houses are among the theatres which Schine is required to divest under the terms of the consent decree entered into with the government.

Memphis, Jan. 10.—Augustine Cianciola was elected vice-president from Tennessee at Mid-South Allied's board meeting held here tonight. The board also invited national Allied's board to hold its June meeting in Memphis.

PHILADELPHIA, Jan. 10.—Allied of Eastern Pennsylvania's finance committee has set the 12th annual membership meeting for Tuesday, Jan. 31, at the Broadwood Hotel in this city.

San Francisco, Jan. 10.—Television equipment will be installed in the State, St. Francis and Paramount theatres here in the "near future," it was announced today by United Paramount Theatres.

PHILADELPHIA, Jan. 10.—Benjamin B. Fertel, Roy Sullender and Ruben Shapiro have been named vice-president, buyer-booker and director, respectively, of Pennsylvania Allied Motion Picture Service, film buying and booking organization.

WB Buys 674 Acres From Harry Warner

Warner Brothers' property at Calabasas, Cal., used for location and exterior shooting, has been expanded by 674 acres with the company's purchase from company president Harry M. Warner of his Calabasas acreage, it was learned here yesterday.

A committee of the company's board recommended the purchase, and the recommendation was adopted by a resolution of the entire board. Purchase price was \$431,666.

Personal Mention

WOLFE COHEN, Warner International vice-president, will leave here on Jan. 20 for London and Paris, to start a round-the-world trip on company business.

IRVING A. MAAS, vice-president and general manager of the Motion Picture Export Association, and **MARGARET CARROLL** of New York were married last Sunday at Marble Collegiate Church here.

LARRY DAVEE, of Century Projector Corp., will leave here today on a supply dealers inspection trip throughout the country.

WILL H. HAYS is due back in New York next week from Indiana.

GEORGE SCHAEFER left Hollywood yesterday for New York.

PHILIP N. KRASNE, producer, is in New York from the Coast.

PHIL REISMAN, RKO Radio foreign operations vice-president, will leave New York today for Rio de Janeiro to begin a two-month tour of Latin America.

FREDERICK CLINTON QUIMBY, JR., son of Fred C. Quimby, M-G-M short subjects and cartoons production head, is engaged to be married to **DOROTHY MARGARET LINN** of Los Angeles.

ALBERT PICKUS, owner-operator of the Stratford Theatre, Stratford, Conn., has been designated his town's "Man of the Year" by the Veterans of Foreign Wars.

J. D. TROP, independent producer, has returned to New York from Florida and South Carolina.

JOHN F. MURPHY, Loew's Theatres executive, will leave San Francisco tonight for Houston.

Military Flavor for '12 O'Clock' Opening

Military leaders, war heroes and political figures will head the roster of celebrities at the invitational premiere of "Twelve O'Clock High" on the evening of Jan. 26 at the Roxy Theatre here, it was disclosed yesterday in a joint announcement by Robert Johnson, president of the Air Force Association, sponsors of the event, and Spyros P. Skouras, president of 20th Century-Fox. The story of the Eighth Air Force was produced by Darryl F. Zanuck.

Immediately prior to the premiere there will be a parade of soldiers, veterans, Red Cross workers and a Mitchell Field Air Force band.

Some 75 advertising-publicity representatives of circuits from the 48 states and Canada who will be in New York for 20th's second annual showmanship merchandising conference will attend the premiere.

Realart to Handle 'Movie Quiz' in U. S.

A national distribution deal for "Movie Quiz," a screen device designed to give theatres competition for radio's giveaways, will be handled by Rogers and Unger Associates through Realart exchanges in the U. S., it was announced here yesterday by Howard Moser and Ralph Black of Movie Quiz Sales. Realart exchangers from the East and Midwest saw the short demonstrated at the Capitol, Portchester, N. Y., following a sales meeting held here a few days ago.

Cite Somerby on 50 Years in Industry

Boston, Jan. 10.—Over 400 state and city leaders, film executives and members of the Boston press attended a golden jubilee luncheon at the Hotel Bradford today honoring Rufus (Al) Somerby, owner-manager of the old Howard, Boston, on his 50 years in the business.

Regional Promotions Set for U-I Films

Universal-International has completed arrangements for additional regional promotional campaigns, with personal appearances plans set for the openings of "Woman in Hiding," and "Borderline."

The world premiere of the latter, a Milton H. Bren and William A. Seiter production, will be held in Philadelphia at the Aldine Theatre Jan. 28, with a personal appearance of Claire Trevor, who stars in the film. Miss Trevor and Seiter will come to New York from Hollywood Jan. 17 for 10 days of advance promotional activity. In addition to the Aldine Theatre premiere, she will participate in the openings at the RKO Palace, Cleveland, Feb. 1; the Circle, Indianapolis, Feb. 2; RKO Boston, Boston, Feb. 9, and other key city dates now being set.

MGM Says It Didn't 'Make' Roach Shorts

Clarifying a recent statement purported to have been issued by Steve Broidy, president of Monogram Pictures, in connection with the acquisition of certain "Our Gang" comedies for reissue purposes, Loew's yesterday stated that M-G-M did not produce these short subjects, but only released them; that the subjects were produced by Hal Roach and were turned back to Roach pursuant to the agreement between Roach and Loew's after distribution had been completed.

New Video Agency Acquires 9 Films

Nine feature films and a serial have been acquired for sale to TV stations by Television Films Booking office, an adjunct recently set up by Producers Representatives, Inc., to handle the sale and booking of films for video. Irving Lesser is president and Seymour Poe, secretary-treasurer.

Newsreel Parade

THE China crisis is a highlight in all current newsreels. Other items are on the weather, the National Press Queen, and sports. Complete contents follow:

MOVIETONE NEWS, No. 4—Mercy killing story. Reds win reelection in China. U. S. takes a stand on Formosa. Golden Gloves. Basketball.

NEWS OF THE DAY, No. 238—First films inside Red China. Madame Chiang speaks. Mercy killing. Miss Press Photographer. Golden Gloves. Basketball.

PARAMOUNT NEWS, No. 41—Report on the Far East policy. Basketball.

TELENEWS DIGEST, No. 2-A—Hong Kong: S. S. The Flying Arrow shelled. Washington: Formosa controversy. Comments on British recognition of China. California: human guinea pigs in air test. Germany: new musical instrument. Motor boat show in New York. Ben Hogan comes back.

UNIVERSAL NEWS, No. 316—China crisis. Table tennis. Basketball.

WARNER PATHE NEWS, No. 43—Unusual weather. China situation: Madame Chiang's statement: Dean Acheson. National Press Queen. Basketball. Golden gloves.

TOA is Host

(Continued from page 1)

are: The tax reduction campaign, ratification of COMPO, competitive bidding, theatre television, discussion of problems raised by divestiture and divorce, the proposed fair trade practices code and the national membership campaign.

Among those on hand for the affair tonight were: Attorney General McGrath, Labor Secretary Tobin, Defense Under-Secretary Early, Coy, RFC chairman Hyde; Senators Brewster, Chapman, Douglas, George, Hunt, Humphrey, Johnson of Texas, Johnston, Kefauver, Kilgore, Lodge, Magnuson, McMahon, Murray, Myers, O'Connor and Sparkman, and Representatives Arends, Biemiller, Boggs, Canfield, Carroll, Cooper, Forand, Haverener, Martin of Massachusetts, Mansfield, Price, Rains, Shelley, Sullivan and Young.

Hall Books 'Daughter'

Warner Brothers' "The Daughter of Rosie O'Grady" in Technicolor, and starring June Haver and Gordon MacRae, has been booked by Radio City Music Hall. It will be the fifth Warner production to play the Hall in recent months.

Bristow Elkin, 51

ABERDEEN, Miss., Jan. 10.—Bristow Elkin, 51, who operated the two Elkin theatres in Aberdeen since 1919 with his brothers, Earl and Arthur, died yesterday at his home here.

Video Relay Permit Asked by 20th-Fox

Washington, Jan. 10.—Today 20th Century-Fox asked the Federal Communications Commission for a construction permit for an experimental television relay station to use in connection with its theatre television experimentation. The permit would replace a special temporary authorization which 20th-Fox now has.

M.G.M CRACKS 17-YEAR RECORD!

"ON THE TOWN" WOW!

This happened day after day! 7 Blocks of Ticket-Buyers!



**SETS ALL-TIME
WEEK'S RECORD
AT MUSIC HALL!**

**THEN TOPS THAT
IN ITS 4th WEEK!**

**TERRIFIC
NATIONWIDE!**

MOTION PICTURE DAILY
**11,000 Stantees at Music
Hall Form Half-Mile Line**

DIAGRAM above illustrates the line of patrons of Radio City Music Hall. The line stretched from the corner on the Sixth Ave., where the blocks to Fifth Street; thence to Fifth Ave. to 50th St. for Rockefeller Showmen theatre his people, who

**NEVER
BEFORE
HAS ANY MOTION
PICTURE GROSSED
AS MUCH IN ANY
ONE DAY IN
ANY THEATRE
ANYWHERE!**

M-G-M presents GENE KELLY • FRANK SINATRA • BETTY GARRETT • ANN MILLER in "ON THE TOWN" • JULES MUNSHIN • VERA-ELLEN • Color by TECHNICOLOR Screen Play by Adolph Green and Betty Comden • Based upon the Musical Play • Directed by GENE KELLY and STANLEY DONEN • Produced by ARTHUR FREED • An M-G-M Picture

Technicolor Activity Up Here and Abroad In '50, Says Kalmus

There will be a substantial increase in Technicolor activity this year, Dr. Herbert T. Kalmus, president of Technicolor, declared here yesterday upon his arrival from Europe on the *S. S. Queen Mary*. Kalmus visited England, France and Italy. He said the company this year expects to process about 50 films in Hollywood, compared to 45 last year and about 10 in England against approximately six in 1949.

Kalmus declared the company has completed a \$3,500,000 expansion program in Hollywood and added that there "is bound to be foreign expansion." While abroad, he said, he studied the possibilities of starting a plant in Rome or Paris. Kalmus expects to remain here for a few days and then return to Hollywood.

Naify Given

(Continued from page 1)

Emmick, long associated with Naify until they sold their interests to him some time ago at a total figure of \$6,000,000 to \$7,000,000. Under the articles of sale, McNeil and Emmick are in receipt of registered mail notification that their money will be deposited with a fiduciary agent of their selection 90 days after notification.

'Battleground' Gets

(Continued from page 1)

Stable" to play more than two weeks in the Loop. The appeal ruling is expected to decide whether the District Court has the right to grant such exemptions from the Jackson Park decree. McConnell, conceding that "Battleground" had exceptional merit, said he would not bring contempt of court proceedings if it played beyond the two-week decree limit. The court thereupon affirmed that M-G-M would not be in contempt if the picture plays the Loop for more than two weeks.

Review

"Borderline"

(Universal-International)

SMUGGLING of dope from Mexico into this country, with emphasis on a successful effort to smash a syndicate involved, is the subject matter of "Borderline," a distinctly routine adventure film starring Fred MacMurray and Claire Trevor. That dope, and not some other commodity, should have been spotlighted in a screen story about smuggling points to a bending over backward to be sensational. Nothing appears to have been contributed to entertainment values by focussing attention on dope in this picture.

The principals emerge as a U. S. Narcotics Bureau agent and a Los Angeles policewoman who accept separate assignments to track down the leaders of the heroin smuggling ring, and who regard each other as ring members when their paths cross in the Mexican underworld. The complications inherent in such a situation should be obvious.

There are moments of swift action, touches of humor and a good deal of contrived suspense in "Borderline" leading up to the arrival of the inevitable moment when, back in the U. S. after a successful mission, MacMurray and Miss Trevor are faced with the news that unknown to each other they had been working together. Each had been under the impression that the other was his or her captive. The gratification accompanying that impression was complicated by the fact that they had fallen in love with each other.

Performances are adequate under the direction of William A. Seiter. Supporting roles are filled by Raymond Burr, Roy Roberts, Jose Torvan, Morris Ankrum and others. Identified as a Milton H. Bren and William A. Seiter production, the picture was produced by Bren. Devery Freeman wrote the story and screenplay.

Running time, 88 minutes. Adult audience classification. A January release.

CHARLES L. FRANK

SIMPP on U.K. Meet

(Continued from page 1)

"Our distress is due to the fact that in preliminary discussions it has been indicated that additional restrictions against American pictures may be imposed by the British. It has even been suggested that the \$17,000,000 exportable funds authorized under the present agreement may be reduced by as much as 30 per cent. Conditions could be imposed which would make it practically impossible for quality American producers to further deplete their residuals by marketing their pictures in England. Many producers feel that if more drastic restrictions are imposed and dollar remittances are further curtailed there will be no inducement to send pictures into the British market."

He cited estimates tending to show that "\$17,000,000 in exportable funds allowed under the present film agreement is only 9.1 per cent of the total amount of American pictures' take in England. Approximately 91 per cent of the American take stays in England." The statement concludes:

"SIMPP feels the American film industry is entitled to active assistance and support of our government in negotiating trade agreements with the British government. We would like very much to see these negotiations conducted at a governmental level. We believe strenuous efforts should be made by the Motion Picture Association of America and SIMPP to interest the U. S. in our foreign film problems. If our government declines to concern itself with these problems, the American motion picture industry will have to work out a solution as best it can. We need, want and shall seek foreign markets for our product."

Dissolution Terms

(Continued from page 1)

brief, K-B said whether the MacArthur venture is illegal or not, "certainly its dissolution is not." It argued that it should not be denied the right to acquire the theatre on a basis mutually agreed on by the parties at an earlier date just because the dissolution was ordered by a court.

1st-Run Business

(Continued from page 1)

mount on Jan. 17 when "Thelma Jordan" follows, but it remains at the Rivoli indefinitely.

"On the Town" with a stage show at the Music Hall will continue for a sixth week. The show drew about \$83,000 Thursday through Sunday, indicating about \$125,000 for the fifth week; no complaints. At the Astor, "Battleground" shows about \$30,000 in view for a good ninth week.

"Prince of Foxes," with Vic Damone heading the stage bill at the Roxy, fell off some in its third week with its income estimated at \$60,000; due in on Friday at the Roxy is "Whirlpool" with the Copacabana girls replacing the Gae Foster troupe at the house for a 13-day run.

"Adam's Rib" with Eddy Duchin and the De Marcos on stage promises to give the Capitol about \$62,000 in a more than adequate third week. "Pirates of Capri" should do about \$9,500 in a mild third week at the Globe; it will be replaced on Saturday by "Red Light." The third week of "East Side, West Side" should give the State about \$28,000, which is fair enough. "All the King's Men" apparently will provide the Victoria with an estimated \$20,000 in a good ninth week.

Add Two Premiere 'Montana' Showings

Run on tickets for the premiere of Warner's "Montana" at the Marlow Theatre, Helena, resulted in three showings of the film instead of the originally-scheduled one. Stars participating in the premiere activities also made three appearances in a 30-minute show, Warners report here.

Engel Starts One Today

HOLLYWOOD, Jan. 10.—Samuel J. Engel, 20th Century-Fox producer, will begin tomorrow the filming of "Rawhide" with Tyrone Power and Susan Hayward co-starring and Henry Hathaway directing. Engel is also preparing "The Jackpot" and "The Royal Canadian Mounted Police" for his 1950 schedule, with seven others to follow.

TVA Asks Full Tie With Actors Guilds In Organized Video

Television Authority has made its first official offer to the Screen Actors Guild for an "all-embracing partnership" in television, it was announced here yesterday by George Heller, national executive secretary of TVA.

The offer is predicated on an agreement by TVA and the screen guilds on unresolved points which came up in previous partnership discussions between the two groups, it was said.

Chief among these points, TVA has informed the Screen Actors Guild, are the following: basic to any partnership arrangement in television must be some machinery for breaking deadlocks which may arise between the two groups; on all important actions, such as calling a strike of all television performers, members of both TVA and the screen guilds must meet jointly for discussion and action; film sequences, film commercial spots and kinescope should be TVA's responsibility.

Legion Reviewed 467

(Continued from page 1)

cent) were rated as Class C—condemned.

The 96 Class B productions and the 13 rated as C were the highest totals in those categories in 10 years; 10 of the 13 condemned were foreign imports.

Comparative statistics disclose that in 1949 and 1948, respectively, the Legion reviewed domestic films as follows: Class A-I, 177 and 162; Class A-II, 139 and 152; Class B, 69 and 52; Class C, three and one. Similar comparison concerning foreign productions follow: Class A-I, 16 and 12; Class A-II, 26 and 36; Class B, 27 and 30; Class C, 10 and six.

In its annual printed report, received yesterday, the Legion stated: "In appraising the moral status and trend of motion pictures, statistics alone do not provide adequate and final measurement. Statistics should be considered in conjunction with other factors such as the kind and amount of objectionableness in a film rated in any given objectionable or condemned category. The evaluation of the situation must be based on qualitative as well as quantitative consideration."

Cut Akron Clearance

CLEVELAND, Jan. 10.—Clearance has been reduced in Akron by two major distributors, 20th Century-Fox reducing availability from the 42nd to the 30th day, while M-G-M reduced to 35 days.

Fly to fun and relaxation on a

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in the Southwest Sun Country

You're only hours away, by TWA, from "Q.V." fun in Southern California or Arizona. Save on TWA Family Fares. Call your travel agent or TWA.

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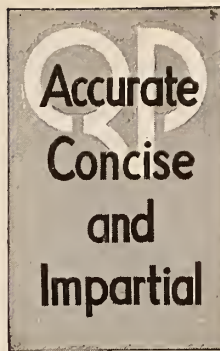
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A complete service for
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pictures. Dupe negatives,
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245 WEST 55th ST. CO. 5-5584



MOTION PICTURE DAILY



VOL. 67. NO. 8

NEW YORK, U. S. A., THURSDAY, JANUARY 12, 1950

TEN CENTS

D. of J. Against Product Splits Under Decrees

Will Argue for Control Clause in New Judgment

The Justice Department has asked the New York District Court to include in the final Paramount case judgment a new provision designed to prevent circuits, subsequent to divorcement, from getting together with each other or with competing exhibitors and splitting up product.

The provision, submitted to the court yesterday, would bar the remaining defendants from "consulting or agreeing, expressly or impliedly, with any competing exhibitor as to whether particular pictures shall be licensed to particular exhibitors or whether pictures of particular producers or distributors shall be licensed to particular exhibitors."

The new provision will be argued here next Tuesday, during final argument.

(Continued on page 5)

Regional Chairmen Named for NCCJ

Fifty-nine theatremen in various exchange areas have agreed to serve as regional chairmen of the national exhibitors committee of the "Brotherhood Week" drive for the National Conference of Christians and Jews, Ted Gamble, the unit's national chairman has announced. "Brotherhood Week" this year will be held on Feb. 19-26.

Gamble was presented with the list of committeemen by Gael Sullivan, executive director of the Theatre Owners of America, and William L.

(Continued on page 4)

Warners, US Decree Huddles Continued

WASHINGTON, Jan. 11.—Attorneys for the Justice Department and Warners held further consent decree talks here today but refused to discuss progress or say whether a settlement will be reached and announced before next Tuesday when final argument in the Paramount case is scheduled in New York Federal Court.

(Film company attorneys in New York said yesterday that a request for a postponement of the Tuesday court hearing is not being considered now.)

MMPTA Is No. 1 to Ratify COMPO Tie

The Metropolitan Motion Picture Theatres Association is the first industry organization to ratify its participation in the Council of Motion Picture Organizations.

Leo Brecher, MMPTA president, following a meeting here yesterday of the organization's board, announced that the MMPTA had approved participation.

300 NYC Theatres Rise to Tax Fight

The board of the Metropolitan Motion Picture Theatres Association, at a meeting here yesterday agreed to throw the full strength of its membership of over 300 theatres into the fight to eliminate the Federal 20 per cent admission tax.

The association voted to give extra support to the campaign being spearheaded by the committee on taxation and legislation of the Council of Motion Picture Organizations, of which Abram F. Myers is chairman.

Leo Brecher, president of the MMPTA, pointed out that the theatres of New York City and the state must play a big part in the anti-tax fight because they represent a large segment of the national motion picture theatre group, and New York state wields an important influence in any vote in the House, where this state has 45 Congressmen.

D. John Phillips, executive director of the MMPTA, reported that steps have been taken to have other New York exhibitor groups work together, including the TOA in Albany,

(Continued on page 5)

FCC GRANTS TV THEATRE HEARING

Code Topic at TOA Session

WASHINGTON, Jan. 11.—Officers and directors of the Theatre Owners of America spent the entire first day of the two-day mid-winter meeting at the Mayflower Hotel here working on their projected trade code.

Although TOA president Sam Pianski reported considerable progress, he said the subject was referred back to a committee headed by Walter Reade, Jr., for further work, and that it might be "one month, two months, three months, maybe longer" before the Reade committee is ready to unveil a final proposed code and meet with distributors.

Both morning and afternoon sessions.

(Continued on page 5)

\$6,498,120 Dividend From E-K on Jan. 21

Effective Jan. 21 Eastman Kodak will pay to stockholders a stock dividend at the rate of one new share of common for each 20 shares held. If all shares required for such a dividend are issued, the total will be 649,812. Par value of the new stock will be \$10 per share. Some \$6,498,120 is involved.

Issuance of the 649,812 shares will increase the total shares outstanding

(Continued on page 5)

Bows to Many Industry Requests But Date May Not Be Set Before May

WASHINGTON, Jan. 11.—The Federal Communications Commission today announced it would hold an exhaustive hearing on film industry requests for radio frequencies for theatre television.

The time and place will be set later, FCC said. Observers believe the hearings cannot possibly be held before May, and that the industry will be lucky to have a final FCC decision by the end of the year.

FCC said the "exploratory" hearing will inquire whether theatre TV transmission requirements can be satisfied by common carrier facilities, or whether such a service would be sufficiently in the public interest to require the allocation of frequencies, and what specific frequencies and what amount of spectrum space would be needed.

Also, information will be obtained concerning existing or proposed methods for large-screen TV showings in

(Continued on page 4)

Myers, Others Will Address 20th Meet

Twentieth Century-Fox has scheduled three key speakers for its second annual showmanship meeting set for Jan. 25-27, it was reported here yesterday as acceptances from the invited 75 advertising and publicity chiefs of the nation's independent and affiliated theatres began arriving at the home office.

The meeting will be addressed by Abram F. Myers, general counsel and board chairman of Allied States; Bosley Crowther, motion picture critic of

(Continued on page 4)

Ratify COMPO with Uniform Resolution

A uniform resolution embracing the accomplishments of the Washington meeting of the Conference of Motion Picture Organizations has been prepared to simplify the ratification process for the 10 participating COMPO units.

First action on the uniform resolution may be taken by Theatre Owners of America at its current board of directors' meeting in Washington.

Future Tax Campaign Activity to Be Shaped at Meeting on Tuesday

Washington, Jan. 11.—Next meeting of the Conference of Motion Picture Organization's tax committee will be held here next Tuesday, Chairman Abram F. Myers disclosed here today.

The meeting will review progress of work assigned to individuals at the Dec. 22 meeting, consider and approve the material prepared for distribution, and plan future activity. Myers said blueprints of the nation-wide campaign will not be forwarded to exhibitors and exchangemen until President Truman's tax message has been delivered, unless the message is delayed too long. Idea is to allow last-minute changes required by the President's message. White House press secretary Charles Ross said today it was expected the message would go to Congress by the end of next week.

Myers said that meanwhile everyone should clear the decks for action. "There will be work for everyone in making the nation not only excise-tax conscious but also movie-tax conscious," he declared.

See Dewey Insisting On Local Seat Tax

Albany, N. Y., Jan. 11.—Abram F. Myers' letter to Governor Dewey urging him to support repeal of the Federal 20 per cent admission tax but to "abandon all thoughts" of supplementing it with a state or local levy met sympathetic response in Albany film circles. Myers' plea for the latter, however, is not expected to change the opinion of Dewey, who first recommended such a course in 1947.

Norton Joins NBC in Broad Realignment

Victor T. Norton, formerly president of American Home Foods and, previously, a vice-president of Kenyon and Eckhardt, has been appointed administration vice-president at National Broadcasting under a sweeping realignment announced yesterday by Joseph H. McConnell, president.

The network has been split into three major operating divisions and a number of staff units. Charles R. Denny, executive vice-president, is currently heading up the radio network pending the appointment of an executive in overall charge of this division. As previously announced, Sylvester L. Weaver is vice-president in charge of the television network, while James M. Gaines is director of NBC-owned stations.

William S. Hedges, heretofore vice-president in charge of planning and development, has been named vice-president in charge of integrated services which will have centralized under him the various operations which provide common service to radio and television networks and the owned and operated stations.

Additionally, NBC's information department is now assigned to Sydney H. Eiges, vice-president in charge of press.

Lipton, Gerard in DC

David A. Lipton, national director of advertising-publicity for Universal-International, and Philip Gerard, Eastern publicity manager, are in Washington today for conferences with Lt. Col. Joseph F. Goetz and other War Department officials on final plans for the world premiere of "Francis" before troops of the U. S. Army of Occupation in Wiesbaden, Germany, on Jan. 20.

Allen-Day Show Set

ALBANY, N. Y., Jan. 11.—Fred Allen and Dennis Day will star in a comedy sketch, "William the Terried," on the "Family Theatre" over Mutual Broadcasting on Jan. 18, it was announced here by the office of Father Patrick Peyton, who founded and developed the series. Allen also will do a guest appearance on Jack Benny's show on Columbia Broadcasting on Sunday night.

Personal Mention

WALTER GOULD, representative of foreign producers here and active in the marketing abroad of American product, is en route to Europe for a four-to-six-week business tour.

GEORGE A. SMITH, Paramount Western sales manager, left Hollywood last night for New York.

AL LIGHTMAN, 20th Century-Fox vice-president, has returned here from the Coast.

JULES LAPIDUS, Warner's Eastern and Canadian sales manager, is in Washington from New York.

JOHAN KIRBY, Warner's Southern sales manager, has left here for Oklahoma City.

JOAN CRAWFORD will leave Hollywood on Saturday for New York.

ROBERT A. McNEIL, former joint owner of United Theatres of California, San Francisco, and Mrs. McNEIL, will sail from here today on the S. S. *Caronia* for a three-month cruise to Africa.

MARIAN F. JORDAN, Motion Picture Association of America international division representative in Germany, is due here over the weekend from Frankfurt.

JACK BRODER, Realart president, left here last night for the Coast by plane, and will stop over at Chicago.

GEORGE BOOKBINDER, independent film distributor, has returned here from Germany.

DON PRINCE, RKO Radio foreign publicity director, is vacationing in the South and Cuba.

Boyd-Paramount in Pact for 12 in 6 Years

William (Hopalong Cassidy) Boyd will appear in 12 Paramount Pictures over a period of six years under a contract which has been drawn up and probably will be finalized when Boyd returns to the Coast from New York later this month, Paramount reported here yesterday. The plan is for Boyd initially to co-star with Bing Crosby in a large-scale outdoor film.

Although he has not appeared before the cameras for the past three years, Boyd was recently rated among the "Top Ten" Western box-office stars in the *Motion Picture Herald-Fame* poll, by virtue of the "Hopalong Cassidy" series which has been in release for about 15 years.

'Three Came Home' Is Next for the Astor

"Three Came Home," Darryl F. Zanuck's presentation starring Claudette Colbert, will open at the Astor Theatre here following "Battle-ground," it was announced yesterday by 20th Century-Fox.

Described as a factual story based on authoress Agnes Newton Keith's experiences during the war when she was held captive by the Japs in a North Borneo concentration camp, "Three Came Home" was directed by Jean Negulesco and produced by Nunnally Johnson.

Wm. Loss in New Post

William Loss, formerly vice president and general manager of Cinecolor Corp., has joined Booz, Allen and Hamilton's New York office as manager of business and product development. He will handle capital reorganizations and private financing in the company's Eastern region.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.

Plans Advanced in Support of FEPC

Plans for a collection drive in New York, today through Saturday, to obtain funds for the Greater New York Council for a Permanent Fair Employment Practice Committee were developed at a council meeting here this week. The collection is a preliminary to a National Emergency Civil Rights Mobilization in Washington, next Sunday through Tuesday, Rev. Dr. Harry Emerson Fosdick, council chairman, stated.

Co-chairmen of the National Council for a Permanent FEPC are Rev. Dr. Allan Knight Chalmers, Martin Quigley, and A. Philip Randolph, president of the Brotherhood of Sleeping Car Porters.

WB Stockholders to Meet, Elect Feb. 21

Election of officers will be among the principal matters of business at the Warner Brothers stockholders meeting scheduled for Feb. 21 at Wilmington, Del. Stockholders of record on Jan. 16 are privileged to vote for officers at the meeting.

Set Subjects on Art

Canton-Weiner, distributors of "Van Gogh," 18-minute subject, have made arrangements with Pictura Productions for a series of subjects based on the lives of famous painters. The first two being prepared for release early this year are on Grant Wood, the American painter, and Renoir, French painter. The latter will be in Technicolor.

K-B to Build Theatre

WASHINGTON, Jan. 11.—Construction of a new neighborhood theatre, to be known as the Paramount and the sixth in its circuit, has been announced by K-B Theatres, with completion scheduled for the end of 1950. Another new K-B theatre, the Flower at Silver Spring, Md., is due to open late this month.

See Anglo-US Pact Talks After March 3

LONDON, Jan. 11.—Authoritative sources here see no likelihood of an Anglo-American meeting to review the film remittance agreement until the new government is formed here after March 3.

Officials were preoccupied on prospects for the meeting after announcement of the Feb. 23 date for Britain's national elections but privately expressed belief there is no hope of the talks being held this month or next. Deadline for review of the agreement is June 14.

UA Representative Leaves Odeon Board

LONDON, Jan. 11.—Resignation of David Coplan from the board of directors of J. Arthur Rank's Odeon Theatres apparently leaves United Artists without representation on the board of the company in which it holds a large stock interest. Although Coplan resigned some time ago as UA's managing director here he had continued as the company's representative on the Odeon board.

Coplan was replaced on the Odeon board by Sir Robert Watson Watt, radar and television research specialist, who for several years acted as scientific adviser to the Rank organization.

Radio to Promote 'Dimes' Drive Film

In conjunction with the 1950 "March of Dimes Motion Picture Week," Jan. 20-30, all radio stations will receive special announcements from the March of Dimes promoting the June Allyson "More Than Ever Before" trailer which is being sent to every motion picture theatre in the country.

Additional new organizations which have agreed to take up audience collections are: the Independent Theatres of Northern California, the Harold Moore Circuit of West Virginia, a Southern California group of independents and Long Theatres of Texas.

Jack Carter to Coast

Jack Carter, *Woman's Home Companion* representative, will leave here Saturday for his annual trip to the Coast where he will consult with major film company executives on their advertising problems.

Paul J. Schlossman, 73

MUSKEGON, Mich., Jan. 11.—Paul J. Schlossman, 73, operator of four theatres here and one in Grand Haven, Mich., died at his North Muskegon home on Jan. 6.

George E. Marr, 80

SAGINAW, Mich., Jan. 11.—George E. Marr, 80, a pioneer theatre operator here, died Saturday at Saginaw General Hospital.

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TRADE SHOW JANUARY 16 (It's going to be a Hot day!)

THAT
'WHITE HEAT' GIRL
BRINGS
ALL
HER
FIRE
TO

VIRGINIA
MAYO
GORDON
MACRAE
"Backfire"
NEW WARNER BROS. SENSATION

WITH
EDMOND O'BRIEN · DANE CLARK · VIVECA LINDFORS
DIRECTED BY
VINCENT SHERMAN PRODUCED BY
ANTHONY VEILLER
SCREEN PLAY BY LARRY MARCUS, IVAN GOFF AND BEN ROBERTS
FROM A STORY BY LARRY MARCUS

Don't turn
your back
on her kind
of woman
-not unless
you want a
bullet in it!



ALBANY
Warner Screening Room
19 N. Pearl St. • 12:30 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.
BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.
BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.
CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
Paramount Screening Room
1225 High St. • 12:45 P.M.
DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:30 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.
OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.
OMAHA
20th Century-Fox Screening Room
1502 Ovensport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.
PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.
SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Pict. Screening Room
205 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.
ST. LOUIS
Siren Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

Urges Plan for Better Duals

HOLLYWOOD, Jan. 11.—Exhibitors now double-billing what he called "nervous A's" would do better to support worthwhile secondary product, Steve Broidy, president of Monogram, told the press tonight as he left for sales meetings in New York.

"Allocation of a larger proportion of the total rental to the supporting feature would result in improved quality and raise the level of the total program entertainment content," he said. Exhibitors can be made to understand the advantage of such a policy when it is explained to them, Broidy said.

Monogram branch personnel will be briefed in the new policy at meetings in New York next week.

Poll Patrons' Tastes At Openings of 'Mike'

CHICAGO, Jan. 11.—Dick Powell and his wife, June Allyson, made personal appearances at the Roosevelt Theatre here today for the opening of "Mrs. Mike," in which Powell stars. Producer Samuel Bischoff and United Artists, which is releasing the film, conducted a Coast-to-Coast audience poll here, in which Mrs. Harriet Smith, a social progress director of Wellesley College, queried opening-day patrons on "what they want in screen entertainment."

She will continue the poll in St. Louis and other key cities as the film opens.

'South Sea' Opening In St. Louis Today

ST. LOUIS, Jan. 11.—Climaxing a three-day promotional program centered around the homecoming of Shelley Winters, star of the film, Universal-International's "South Sea Sinner" will have its world premiere at the Missouri Theatre here tomorrow as part of a 50-theatre territorial opening. "Shelley Winters Day" has been proclaimed by Mayor Joseph M. Darst.

Old Edison Studio Here Is Shuttered

Filmcraft Studios here, originally known as the Edison Studios, have closed after nearly a half-century of continuous operations. Scene of many early-day films and in recent years used for the production of shorts, the property since the war has been handled by J. A. Tenney of S.O.S. Cinema Supply Co., but the volume of production has not been enough to keep the studio busy.

'Foolish Heart' Held

NEW ORLEANS, Jan. 11.—Samuel Goldwyn's "My Foolish Heart" grossed \$8,400 in its third week at the Joy Theatre here, \$550 more than the second week's gross and becomes one of the few pictures to hold over for a fourth week at the house.

Gins to Cincinnati

Joseph Gins, Universal-International Buffalo branch manager, has been transferred to Cincinnati as manager, succeeding Irving Sochin, newly-appointed sales representative for U-I's Prestige Pictures.

Reviews

"The Traveling Saleswoman"

(Columbia)

Hollywood, Jan. 11

JOAN DAVIS' radio popularity is this comedy's principal promise of exhibition profit, since her personality and her way with a gag line account alone for the occasional sparkle generated during its 75 minutes on the screen. It seems to follow that the millions who are prompted by their admiration of these to tune in her airshow regularly will attend her picture as loyally and react in their customary manner. Save in that it is a vehicle for Miss Davis, the film displays little in the way of box office usefulness.

Miss Davis' vehicle, produced by Tony Owen and directed by Charles F. Riesner from a story and script by Howard Dimsdale, is an outright mixture of slapstick and corn. The time is 1889 and Miss Davis is cast as the daughter of a New England soap manufacturer whose business is on the rocks. She goes West, as the first traveling saleswoman, to drum up buyers for the soap, and is followed by Andy Devine, a bumbling but devoted suitor and fellow salesman. Her adventures in the West—notably a frontier bar-room episode, an over-night sequence in a prairie settler's cabin, encounters with Indians, bad men, and a knock-down-and-drag-out battle in a barn—make up the body of the picture.

It's headlong stuff, planned frankly in the interests of physical humor, and could have profited from a faster tempo. The audience at the Hollywood Pantages got pretty restive before the picture had run its course.

Others in the cast are Adele Jergens, Jow Sawyer, Dean Riesner, John Cason, Chief Thundercloud, Harry Hayden, Charles Halton and Minerva Urecal.

Running time, 75 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

"The Sundowners"

(Eagle-Lion)

A STORY of cattle rustling in Texas serves as the vehicle for John Barrymore, Jr., to make his screen bow. No doubt there will be many eager to catch a glimpse of the son of "the famous profile," all of which makes a handy point for exploitation. The picture is an outdoor action drama in Technicolor and it has occasional touches of character study which rescue it from the routine category. It also has some random spurts of action and excitement, but generally the plot is turgid and the development freighted with conversation.

The story centers around rancher Robert Sterling and his young brother, Barrymore, who are the victims of repeated rustling and villainies. Into their midst one day rides Robert Preston, a rapid-trigger man known as Kid Wichita. In the name of retribution, Preston commits a series of acts that are morally no superior to those of the villains. Eventually, after the villains are eliminated, Preston is shot down by Chill Wills, an amiable cuss on the side of law and order. A curious love angle has been woven into the screenplay of Alan LeMay, who also produced. Although Cathy Downs is married to one man, she seems vaguely involved in the romantic affections of both Preston and Sterling. The film marks the first production effort of the LeMay-Templeton unit. George Templeton directed.

Running time, 83 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Regional Chairmen

(Continued from page 1)

Ainsworth, president of Allied States Association, co-chairman of the national exhibitors committee. Committee members represent both exhibitor organizations. They are:

Albany: Harry Lamont and Saul J. Ulman; Atlanta: Oscar C. Lam and Winfield Snelson; Boston: Louis M. Gordon and Daniel J. Murphy; Buffalo: James Eshelman and George MacKenna; Charlotte: Hank Horn and Ben Strozier; Chicago: John Balaban and Jack Kirsch; Cincinnati: Wendell H. Holt and Jack Keegan; Cleveland: Ron Gamble and Martin G. Smith; Dallas: Col. H. A. Cole and Julius Gordon.

Also, Denver: Pat McGee and John M. Wolfherg; Des Moines: Myron Blank and Leo F. Wolcott; Detroit: Earl Hudson and Ed C. Johnson; Indianapolis: Ken Collins and Truman T. Rembusch; Kansas City: Dale Danielson and O. F. Sullivan; Los Angeles: Harry Vinicio; Memphis: Ed O. Cullins and M. A. Lightman, Jr.; Milwaukee: L. F. Gran and Ben Marcus; Minneapolis: Benjamin N. Berger and Harry French; New Haven: Dr. J. B. Fishman and Albert M. Pickus; New Jersey: Maury Miller and Gene Picky.

Also, New Orleans: N. L. Carter and Don George; New York: Lew Gold and Sam Rosen; Oklahoma City: Morris Lowenstein; Omaha: R. R. Livingston and Leo F. Wolcott; Philadelphia: J. J. O'Leary and Mrs. Dorothy A. Samuelson; Pittsburgh: Morris M. Finkel and M. A. Silver; Portland: Willard Gamble; St. Louis: Tom Edwards and A. B. Jefferis; Salt Lake City: Sidney Cohen and Ray Hendry; San Francisco: Roy Cooper; Seattle: Frank Newman; Washington, D. C.: Frank Boucher and Lauritz Garman.

Myers at 20th Meet

(Continued from page 1)

of the *New York Times*, and Louis Ruppel, editor of *Collier's*.

In addition, talks by 20th-Fox president Spyros P. Skouras and vice-presidents Al Lichtman, Andy W. Smith, Jr., and Charles Einfeld also will be given.

The main body of the meeting will be devoted to seeing several 20th Century-Fox's top pictures for the coming year, and discussing advertising and publicity plans for them as well as on general merchandising problems.

The meeting guests will attend the Roxy Theatre here on the night of Jan. 26, where the world premiere of Darryl F. Zanuck's "Twelve O'Clock High" will take place under the sponsorship of the Air Force Association.

Other screenings will take place at the home office as well as at an outside theatre in the city.

Warner, Rogel in SIMPP

HOLLYWOOD, Jan. 11.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, left here tonight by plane for Atlanta after attending an SIMPP executive meeting which accepted Jack M. Warner and Al Rogel into membership. Though he has been ruled eligible to run for the governorship of Georgia, Arnall still declined to comment.

TV for 4 Paramount Houses in Detroit

Detroit, Jan. 11.—United Detroit's Michigan Theatre will be the first of the circuit to be equipped for large-screen television under the video program mapped by United Paramount Theatres, parent of United Detroit. Earl J. Hudson, president of United Detroit, said that others of the circuit to follow will be the Palms, United Artists and Madison, all first-runs here.

Epstein to Address Jan. 19 ADL Meeting

New York's Cinema Lodge of B'nai B'rith will hold its annual Anti-Defamation League meeting at the Hotel Astor on Jan. 19, Saul E. Rogers, president of the entertainment industry unit of B'nai B'rith, has announced. Benjamin Epstein, national director of the ADL, will discuss latest developments in the fight against anti-Semitism. "Make Way for Youth," dramatic film detailing a Midwestern city's fight to break down the barriers of prejudice, will be shown.

TV Hearings

(Continued from page 1)

motion picture theatres or elsewhere, and methods of relaying such programs; technical and non-technical data obtained in experimental operations, including public need or demand for this service; plans or proposals looking toward establishing theatre TV on a commercial or non-commercial basis; how programs would be made available, and whether persons engaged in furnishing such service should be classed as common carriers.

The hearing, FCC stated, was prompted by petitions from the Society of Motion Picture Engineers, Theatre Owners of America, Motion Picture Association of America, 20th Century-Fox, Paramount Television Productions and 21 TOA units and members. The persons desiring to appear or submit evidence must file a brief or written statement on or before Feb. 27. Replies must be filed on or before March 15.

Gael Sullivan, Theatre Owners of America executive director, hailed the FCC announcement as "one of the most significant and heartening decisions for our industry," and invited all elements of the industry to join with TOA in making "a presentation to FCC that is worthy of our talents and our continuing desire to extend our service to the public."

Pending this proceeding, the Commission extended to April 3 the special temporary authorizations of Paramount and 20th-Fox for experimental theatre TV work. They were slated to expire Jan. 3. This is also conditioned, FCC said, on any later decision on the right of anti-trust violators to come into television.

WASHINGTON, Jan. 11.—The Federal Communications Commission today authorized CBS to construct and test the automatic color adapter for TV sets developed by members of the FCC staff.

MPAA, E-K, DuPont Settle Problem of Used Acetate Film

The problem of disposal of used safety film prints, which has arisen with the increased manufacture of acetate stock, was solved at a conference held here this week between the Motion Picture Association of America and Eastman Kodak and duPont. The manufacturing companies have assumed responsibility for disposal. MPAA called the meeting.

Donald E. Hyndman, head of Eastman's motion picture film department here, indicated at the conference that since major producers have said they will use safety film as rapidly as Eastman can manufacture it, the likelihood is that by Jan. 1, 1951, or shortly thereafter, E-K will be turning out acetate stock exclusively.

As of now, approximately half of the film manufactured for producers is made of acetate stock, the rest being made of the old nitrate stock.

Two Gain Promotions At Eastman Kodak

ROCHESTER, N. Y., Jan. 11.—Promotion of two Eastman Kodak executives has been announced, with Dr. Merle L. Dundon moving up to assistant general superintendent of the film and plate emulsion and plate coating departments from assistant superintendent of the film emulsion department, and the appointment of Charles R. Nelson as assistant superintendent of the film processing department. Both men have been with the company for many years.

E-K Stock Dividend

(Continued from page 1)

from 12,999,069 to 13,648,881. There are 61,145 shares in the company's treasury. A total of 20,000,000 common shares are authorized by the company's charter.

No fractional shares will be issued in connection with the dividend, but in lieu thereof scrip certificates will be issued and delivered to holders of record whose holdings are not evenly divisible by 20, thus representing, together with the full shares to which such stockholders may be entitled, the full participation of each such stockholder in the dividend.

By virtue of a resolution of the E-K board, the dividend payment will be made for each 20 shares held of record on Dec. 23 last.

Company's earned surplus was last reported at \$144,664,186, and capital surplus at \$18,570,120. Earned surplus account after giving effect to transfers upon issue of the stock dividend was listed at \$118,785,346, and capital surplus at \$37,979,250.

Berle Tours RKO Houses

Milton Berle is scheduled to make a personal appearance tour of 18 RKO neighborhood theatres starting this evening for his "Always Leave Them Laughing."

FOR SALE

Young man, with 10 years of unusual experience, exhibition, distribution, now engaged in distribution. Desires connection offering challenge and opportunity. BOX 434, MOTION PICTURE DAILY 1270 Sixth Avenue - New York 26

Review

"The Blonde Bandit"

(Republic)

REPUBLIC has here a lively, well-constructed but unpretentious melodrama about the bookmaking racket.

Directed by Harry Keller from a pat script by John K. Butler, "The Blonde Bandit" has Dorothy Patrick in the role of a young lady victim of a robbery charge framed by a jeweler. It seems he owed a fabulous sum to gambling syndicate chief Gerald Mohr, who, upon being paid off, suspects that the girl had been framed. Mohr befriends Miss Patrick, and eventually they fall in love with each other.

Meanwhile, however, alert young district attorney Robert Rockwell persuaded the girl to spy on Mohr so he can get enough evidence to convict the gambler on racketeering charges. Although reluctant to betray her new-found friend, Miss Patrick is convinced that by doing so within limits she will succeed in clearing herself of the robbery charges. Add to this complication the presence of a couple of crooked detectives who also are bent on double-crossing the gambler and you have a brisk hour's entertainment for those who like their screen fare in conventional form.

Cast includes also Larry J. Blake, Charles Cane, Richard Irving, Argentina Brunetti, Monte Blue and others. Sidney Picker was associate producer.

Running time, 60 minutes. General audience classification. For December release. CHARLES L. FRANKE

TOA Session

(Continued from page 1)

sions were devoted to the subject, and such items as ratification of COMPO, excise tax repeal and the membership drive had to go over until tomorrow.

Only break in the trade practice discussion was a two-hour luncheon at which Federal Reserve Board Governor M. S. Szymczak made an off-the-record speech on the general economic situation. Tonight the TOA television committee met informally with FCC chairman Coy and other FCC commissioners and officials in a general discussion on theatre television, Phonevision, the effect of television on the box office, and other problems.

Pinanski said Reade reported to the meeting today all the ideas on trade practices submitted to the committee during the last few months, and then directors threw out their own ideas on competitive bidding, arbitration, clearance, print shortages and other problems. He refused to discuss what the consensus of the meeting was on any of these subjects but TOA chairman Arthur Lockwood said TOA has always favored an industry arbitration system on a voluntary basis under rules laid down by the New York Court in the Paramount case, and that stand is unchanged.

There was no discussion of policing consent and court decrees in the Paramount case, nor of the trade practices of any particular distributor, Pinanski said. The Columbia policy on "Jolson Sings Again" did not come up, he declared.

The Reade committee will now filter out all the ideas it has before it and work up a final code to refer back to TOA's executive committee, Pinanski said. He added he was not sure whether the plan would be submitted to other exhibitor organizations before being presented to distributors, but that the Reade group would be glad in the meantime to have the views of any other exhibitor organization.

Goldwyn's Next in May

HOLLYWOOD, Jan. 11.—Samuel Goldwyn completed shooting of "Edge of Doom" today and announced his next production will start in May, with others to follow in June and September. He will leave here for New York next week, with his return here in February to be followed by a trip to Europe.

300 NYC Theatres

(Continued from page 1)

MPTOA in Buffalo, and ITOA in New York City.

Oscar A. Doob, executive committee chairman of the Association, who represents MMPTA on the COMPO tax committee, will attend a meeting of that committee in Washington next Tuesday to discuss national strategy for the Congressional tax battle. Morton Sunshine of ITOA and H. M. Richey, advisor to the COMPO committee, will also attend.

MMPTA appointed a special tax committee composed of Emanuel Frisch, Phillips, Samuel Rosen, Solomon M. Strausberg and Fred J. Schwartz, to work with New York distributor tax committee chairman Sam Diamond.

MMPTA Books 'Dimes' Short

The Metropolitan Motion Picture Theatres Association has approved the "March of Dimes" trailer, "More Than Ever Before," for showing in its member theatres between Jan. 16 and 21.

Resume Ascap Decree Talks

WASHINGTON, Jan. 11.—Negotiations between the American Society of Composers, Authors and Publishers and the Justice Department on a revised consent decree picked up again this week.

"Several" conferences have already been held, it was learned, and more are planned later in the week. Neither side would say how close the talks are to final agreement, but the mere fact that they have gotten under way again and that so many new meetings have been held is taken as an indication that progress is being made.

'Captain China' to Debut in Roanoke

World premiere of "Captain China," produced by Pine-Thomas for Paramount, will take place on Jan. 18 at the American Theatre, Roanoke, Va., under the sponsorship of the Roanoke Chamber of Commerce. John Payne, who co-stars with Gail Russell and Jeffrey Lynn is a "native son" of the city. An elaborate premiere program is planned.

Against Splits

(Continued from page 1)

ments, along with all other decree provisions proposed earlier by the government.

Justice Department attorneys in Washington said the new proposal grew out of complaints they have received that this procedure is now being followed, and from the fact that they feel no provision in the earlier proposals would cover the situation.

The Department's attorneys refused to say whether they would seek to amend the already-entered RKO and Paramount consent decrees to include a similar provision. Yesterday's proposal would apply only to the three remaining theatre-owning defendants, Loew's, Warner Brothers and 20th Century-Fox.

In 1941 the great Army Comedy was

"CAUGHT IN THE DRAFT"



in 1950 it's
"Francis"

...the greatest COMEDY
to come out of this War!



A UNIVERSAL-INTERNATIONAL PICTURE

HIGH AS THE SCREEN HAS EVER REACHED..



"One of the greatest pictures of ANY year!" says Billy Wilkerson. "An event in the industry!" says Chick Lewis. "A potential grosser of heroic proportions!" says Chet Bahn. "A contender for Academy Award honors!" says Jay Emanuel. "Superior, poignant, stirring drama!" says Harrison Reports. "Rates 17-gun salute from the industry!" concludes M. P. Herald.

"The best picture I've seen this year!" — Hedda Hopper

"When Academy voting time comes, it will be the picture to beat!"

—Louella O. Parsons



12 o'CLOCK HIGH

starring

GREGORY PECK

Produced by DARRYL F. ZANUCK • Directed by HENRY KING
Screen Play by Sy Bartlett and Beirne Lay, Jr. • Based on the Novel by Beirne Lay, Jr. and Sy Bartlett

There's No Business Like **20th** Business!

CENTURY-FOX

MOTION PICTURE DAILY

FIRST
IN
FILM
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Accurate
Concise
and
Impartial

VOL. 67. NO 9

NEW YORK, U. S. A., FRIDAY, JANUARY 13, 1950

TEN CENTS

UK Exhibitors Plan Drive Against Quota

Seek Drastic Reduction Or Complete Abolition

By PETER BURNUP

LONDON, Jan. 12.—British exhibitors plan an all-out drive for either the drastic reduction of Britain's 40 per cent film quota or its complete abrogation.

The Leeds branch of the Cinematograph Exhibitors Association, which often has been a leader of exhibitor opinion, is setting the pace. At the last branch meeting, Charles Metcalfe, CEA past-president and exhibitor member of the Films Council, took a stand in favor of outright abolition of the quota. As a first step he suggested aboli-

(Continued on page 14)

New German Reel Appears

WASHINGTON, Jan. 12.—A new German newsreel, the first wholly German one to appear since the war, has made its bow in Germany and already has rental agreements with about 800 German theatres, according to the U. S. Commerce Department.

Film chief Nathan D. Golden indicated that the initial success of the newsreel is assured, since only 350 theatres are said to be necessary to get a new newsreel going.

Tentatively titled "Die Neue Deutsche Wochenschau," the newsreel is reported to be financed by Hamburg capital.

Foreign Markets Cause Disney Loss

LOS ANGELES, Jan. 12.—Roy O. Disney reported today to shareholders that Walt Disney Productions had a net loss of \$93,899 for the year ended Oct. 1, 1949. In 1948, there was a loss of \$39,038.

Disney, company president, said the 1949 loss was caused chiefly by the "softening of markets," both domestic and foreign, and by the necessity of

(Continued on page 14)

Dewey Retreats Somewhat From First State Tax Stand in His Reply to Myers

Washington, Jan. 12.—New York State Governor Thomas E. Dewey has retreated slightly from his earlier position on the desirability of state and local admission taxes, a letter written by Dewey to Council of Motion Picture Organizations tax committee chairman Abram F. Myers indicates.

The letter, replying to Myers' suggestion that Dewey "abandon all thought" of state taxes in place of the Federal tax, said Dewey believed the "most advantageous policy" is to "procure the release of the taxes to the states and then consider each year, as must be done in each legislature, whether the taxes should be used to the fullest extent or whether they are excessive."

"This is at least an improvement," Myers said, "over the very common idea that Federal taxes should be supplanted by local taxes without regard to the necessity for the tax or the ability of the industry to bear the burden." He declared that "on its face" Dewey's letter was little more than a plea for state rights.

1949 Grosses Down 7½% As Compared With Previous Year Plan \$3,000,000 Allotment for US Films In Germany

Business at some 175 representative first-run theatres in key U. S. cities was off last year only about 7½ per cent, according to a comparison of 1949 and 1948 figures gathered by MOTION PICTURE DAILY field correspondents.

Weekly average gross per theatre last year was \$13,721 against \$14,812 in 1948.

Characteristically, theatre grosses declined noticeably last year with the approach of the Christmas holidays. December's average was \$12,181, com-

(Continued on page 14)

Officials of the Economic Cooperation Administration have tentatively allotted about \$3,000,000 of information media guaranty funds to motion picture companies for distribution of films in Germany during 1950.

This was revealed by a responsible industry official. He said the \$3,000,000 total was based on ECA's present plans of covering out-of-pocket expenses, plus \$25,000 toward rentals on each approved film. The total will drop if ECA should have to lower the amount it allows toward rentals.

One or two individual companies

(Continued on page 14)

Showmanship Award Goes To Ivan Ackery Again

Ivan Ackery, manager of the Orpheum Theatre at Vancouver, British Columbia, known intimately as "Ivan the Terrible" by those who remember him as the Motion Picture Herald-Managers Round Table Quigley Grand Award winner in 1946, is again the Showmanship Award winner in the fourth quarter by unanimous decision of the three judges. Judging the showmanship entries were: Harry McWilliams, exploitation manager for Columbia Pictures; Bill Ferguson, retiring head of exploitation for Metro-Goldwyn-Mayer, and Robert W. Coyne, general manager of Gamble Enterprises, operating theatres in various states.

Willis Shaffer, recently promoted to city manager of Fox theatres in Atchison, Kansas, was a close second,

and the seven Scroll of Honor winners were so close on his heels that it is advisable to list them in alphabetical order, as follows:

Spencer Bregoff, Palace Theatre, Port Richmond, N. Y.; Dan Dandrea, Stanley Theatre, Bridgeton, N. J.; Jim Hardiman, Odeon Theatre, London, Ontario; Ted Kirkmeyer, Egyptian Theatre, Ogden, Utah; Willis Shaffer, Atchison Theatre, Atchison, Kansas; Walter Tremor, Pheil Theatre, St. Petersburg, Fla.; Harry Wiener, Smalley's Theatre, Johnstown, N. Y.

In the foreign field the finalists included Harry Pease, manager of the Odeon, West Hartlepool, England, who is the quarterly winner, and R. Tatton, manager of the Regal, cinema, Leigh, England, as runner-up.

TOA Delays On COMPO Ratification

Approve Plan's Spirit; Query Dues Use, Source

WASHINGTON, Jan. 12. — The Theatre Owners of America today approved the purpose and spirit of the Council of Motion Picture Organizations but postponed ratification of COMPO pending further study and clarification of how its funds will be collected and spent.

The main worries troubling TOA officers and directors as they concluded their two-day mid-winter board meeting at the Mayflower Hotel here seemed to be these: Might not there be a better way of collecting exhibitor funds to support COMPO than the proposed method? What assurance is there that a fair amount of

(Continued on page 13)

Para. Sales Meet Today

First session of Paramount's division managers' sales meeting will take place here this morning at the Paramount home office. The series of confabs with executives is scheduled to run through tomorrow and will cover product and distribution plans for 1950, as well as campaigns for productions with release dates already set, including Hal Wallis' "Thelma Jordan," "Captain China," "Dear Wife," Hal Wallis' "Paid in Full," "The Eagle and the Hawk," "Riding High," "The Heiress" and "Samson and Delilah."

This is the first meeting of the sales

(Continued on page 14)

Reelect Reek Head Of Newsreel Group

Edmund Reek, head of Fox Movie-tone News, has been unanimously reelected chairman of the Motion Picture Association of Americas newsreel committee. Election was held this week at Movietone's offices here.

The newsreel committee, as a public service, has agreed to assist in the nationwide distribution of four special

(Continued on page 13)

Personal Mention

MORTON SPRING, Loew's International first vice-president, and MAURICE SILVERSTEIN, Latin America director, will leave here on Monday for Puerto Rico, first stop on a tour of M-G-M offices in Latin America.

PAT PATTERSON, head of Astor Pictures, San Francisco and Los Angeles; and JACK ZIDE of Allied Film exchange, Detroit, have arrived here to discuss 1950 product with ROBERT M. SAVINI, head of Astor Pictures.

MRS. KATHERINE NOEL PARKER has arrived here from London to take up her duties as the new director of the British Information Services films and promotion division.

PHIL WILLIAMS of *Fortune* magazine and an AMPA associate, observed his birthday yesterday with a luncheon party at the Variety Club here.

FRANK YASSENOFF, of Yassenoff-Schwartz Outdoor Theatres, Columbus, O., and MRS. YASSENOFF, are the parents of a daughter, their first child.

LYNN FARNOL, Samuel Goldwyn Productions' advertising - publicity head, returned here from Boston yesterday and left for Chicago last night for "My Foolish Heart" openings.

B. G. KRANZE, Film Classics vice-president and general sales head, left here yesterday for Albany and Gloversville, N. Y.

BOB HOPE is recuperating at his Hollywood home from a dislocated shoulder, the result of a recent automobile accident.

CHARLES MASTERI, Lippert Theatres general manager with offices at San Francisco, and MRS. MASTERI are the parents of a new son, ROBERT CHARLES.

DAVE JUDSON, of Eagle-Lion's accounting department, is expected to return to work next week following an appendectomy.

HAROLD H. MALONEY, manager of Loew's Poli Theatre, Worcester, Mass., has returned to work following his recuperation from an illness.

MAX COHEN, Film Classics' Eastern sales manager, has left here for Cincinnati.

GEORGE D. BURROWS, Monogram-Aligned Artists vice-president and treasurer, has left here for the Coast.

JAMES R. GRAINGER, Republic distribution vice-president, will return here today from the Coast.

Be a better American- Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.

Insider's Outlook

By RED KANN

IN their time, these ears have heard some cunning ones. But none is more cunning, or sharper, than a newly uncovered device to slip morally objectionable and obscene films into the United States from outside the borders.

Every film imported must pass through customs, of course. Under the law, permits are refused if Federal authorities determine a film, in whole or in part, is objectionable on moral grounds. But if a film seeking entry is changed to eliminate its objectionable elements and customs authorities thereby satisfied, a permit is granted and the film passed.

Now enter the trick:

The objectionable footage, positive and negative, is now in the possession of customs officials. What's left is in the clear and—important now—in the United States. Next step for the interested party, or parties, is to re-shoot the banned footage. If it can't be matched, it can get close to the original. But either way the purpose is to achieve the effect of the original.

Since their requirements have been met, customs authorities are powerless to take action for the matter is now outside their jurisdiction. But the film, all nicely fixed up again, is ready for the American market with its many facets and directions and subject only to whatever political censorship, police authority or public opposition it may encounter in its wanderings.

Officially unsupported, nevertheless it is taken for granted widely that Joe Schenck shortly will implement the plan he has had long in mind: To make the crowning achievement of his career a full-scale development of the United Artists Theatre Circuit of which he is president. In order to do this, he must withdraw as executive head of production of 20th Century-Fox.

UATC's purchase of Mike Naify's half-interest in United Theatres of California keynotes his intention to resign, or his need to resign, under an understanding with the Department of Justice which would have opposed this as long as Schenck intended continuing with 20th Century-Fox. Thus, that deal underlines the course to be followed although the Department evidently is content to allow Schenck's rapidly-expiring con-

tract to run its full course. A year, or less, is all that is involved.

Like other principal links in the UATC structure, such as Robb and Rowley-United in the Southwest and Metropolitan Playhouses in Metropolitan New York, United Theatres of California will operate its own affairs—affairs having to do with 100-odd Central and Northern California houses, and a few in Reno, banded together as Golden State Theatre and Realty Corp. and T. and D. Jr. Enterprises. Mike Naify will continue to do this job under a seven-year contract naming him general manager.

It took the Government suit and dissolution of pools to convert UATC from a theatre investor to a theatre operator. For the first time since the company was formed in those far-off days when Pickford - Chaplin - Fairbanks - Griffith organized the United Artists Corp. and then wanted key city first runs to house their pictures, United Artists Theatre Corp.—always separately financed, maintained and managed—has been compelled to get directly into the intricacies of actual theatre operation. Even now, or thus far at any rate, it's a limited operation concentrated in California where United Artists Theatres of California, a subsidiary of UATC, is running about 20 houses acquired under splitup arrangements with Fox West Coast.

Jerry Wald, Warners' fireball producer, is now polishing off "Storm Center." Once completed, he will have made eight pictures in the last year. Already circulating around are "Always Leave Them Laughing" and "The Inspector General." His "Young Man With a Horn" has been booked by the Music Hall. En route, without indicated arrival dates thus far, are "Caged," "The Perfect Strangers," "The Victim" and "The Glass Menagerie," in which Charlie Feldman has much to say.

In Hollywood, it is approximately average for a producer to turn out two a year. If you accept this yardstick and then get mathematical about it, this suggests Wald is doing four years' work in one.

Seems to agree with his ulcers, too.

'Herald' to Report The News on Film

Every week since 1915 *Motion Picture Herald* has reported the news of the motion picture industry on paper. Now for the first time it will be available on motion picture film. The *Herald* has concluded an agreement with University Microfilms under which complete annual volumes can be bought by regular subscribers at a cost approximately equal to that of binding the paper edition. It will be of special interest to libraries and other organizations which bind their copies of the *Herald*. Inquiries should be addressed to University Microfilms, 313 North First Street, Ann Arbor, Mich.

Fielding Joins N.Y.C. Economy Survey

Benjamin Fielding, former Commissioner of Licenses for New York City and now a member of the Loew executive staff here, has been named by Mayor O'Dwyer as secretary to the 20-man committee headed by Controller Lazarus Joseph to lay plans for an intensive survey of the city government in the interest of economy and efficiency.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER

"ON THE TOWN"

JULES MUNSHIN - VERA ELLEN

Color by TECHNICOLOR

A Metro-Goldwyn-Mayer Picture

SPECTACULAR STAGE PRESENTATION

Cecil B. DeMille's masterpiece

Samson and Delilah

Color by TECHNICOLOR

HERB LAMARR - VICTOR MATURE - GEORGE SANDERS
ANGELA LANDSBURY - HENRY WILCOXON

Permanent only
RUSS CASE
& ORCH.

PARAMOUNT RIVOLI
7th Ave. & 47th St.

"Sands of Iwo Jima"

Starring JOHN WAYNE

A Republic Picture

BRANDT'S MAYFAIR 7th AVE. & 47th St.

GENE TIERNEY - RICHARD CONTE
JOSE FERRER-CHARLES BICKFORD

in

"WHIRLPOOL"

A 20th Century-Fox Picture

On Stage — "THE COPACABANA REVUE"
starring ANDY RUSSELL and the COPA GIRLS

ROXY 7th Ave. & 50th St.

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Coming Events

Today — Paramount sales meeting, home office.

Jan. 17 — Motion Picture Export Association executive committee meeting, New York.

Jan. 17 — Conference of Motion Picture Organizations tax committee meeting, Washington.

Jan. 19 — New York's Cinema Lodge of B'nai B'rith annual Anti-Defamation League meeting, Hotel Astor, New York.

Jan. 24 — Kansas-Missouri Theatres Association board meeting, Kansas City, Mo.

Jan. 25-27 — Twentieth Century-Fox second showmanship meeting, New York.

Jan. 31 — Allied Independent Theatre Owners of Eastern Pennsylvania annual membership meeting, Broadwood Hotel, Philadelphia.

Feb. 8 — Allied Caravan committee meeting, Washington.

Feb. 9-10 — Allied States board of directors annual winter meeting, Washington.

Feb. 9-10 — United Theatre Owners of Illinois annual convention, Abraham Lincoln Hotel, Springfield, Ill.

Feb. 19-26 — National Brotherhood Week.

Feb. 20 — IATSE biennial dinner-dance, Hotel St. George, Brooklyn.

Set Feb. 5 for SWG Awards Ceremonies

HOLLYWOOD, Jan. 12.—Screen Writers Guilds has set Feb. 5 for the second annual screen writers' awards function, to be held at the Beverly Hills Hotel and broadcast on NBC. Awards are voted by SWG members to winners in five divisions. The first were given last June, covering 1948.

Explaining the February date set for this year's ceremony, publicity director Allen Rivkin stated: "Moving up the date is not a gesture to scoop the Academy Awards presentation, but rather a New Year's resolution to give immediate recognition to 1949 writing efforts as soon as possible after Jan. 1."

Eastern SPG Inducts Maitles, Four Others

Sig Maitles of M-G-M has been reelected president of the Eastern Screen Publicists Guild (CIO). He and four other officers elected with him were inducted here last night at the Guild's regular monthly membership meeting.

Others inducted were: Harry Hochfeld, 20th-Fox, first vice-president; Seymour Roman, Columbia, second vice-president; James Procacini, RKO Theatres, treasurer, and Maurice Segal, Paramount, secretary.

First-Runs at Normandie

The Normandie Theatre here will become a first-run on Jan. 31 with the American premiere of the Danish film, "Child of Man," produced by Nordisk Films and distributed by Elsinore Pictures, it is announced by David Weinstein, president of the Normandie.

Industry Healthy, Outlook Bright, Cowdin Believes

The film industry is in a healthy state generally and shows promise of improving even more in the new year, J. Cheever Cowdin, recently resigned as board chairman of Universal after more than 13 years, observed here yesterday. Having detached himself from the film business for the most part, the executive whose acumen in financial matters is widely recognized, said he now is in a position to take a more objective view of trade conditions and finds "there is nothing to worry about."

Obviously enjoying his current respite from the cares of business, Cowdin appeared in the pink of condition when seen at the office he is now occupying at the Universal Building here. While his background suggests he might enter the investment business, Cowdin said he has no immediate plans for the future. Technically still a member of the Universal board, he has been relieved of all financial duties with the company.

"When you are a part of the industry the little troubles somehow become magnified," he said. "Actually there is a good volume of business for the companies here and foreign conditions are apt to improve. When one market disappears, another comes up. There might be a little difficulty with

England this year but, over all, there is nothing to worry about."

One of Universal's principal stockholders, Cowdin believes that company should have a good year. The first fiscal quarter which began on Nov. 1 traditionally is not too strong, but prospects beyond that are bright, he said. And helpful for all non-theatre-owning distributors will be the separation of theatres from the major companies for the obvious reason that more potential customers will come into being, he said.

Also occupying an office at the Universal Building here is Charles D. Prutzman, whose resignation as vice-president and general counsel and board member of the company also became effective on Jan. 1. Indications are that he and Cowdin will continue in association. Prutzman now is on a month's vacation trip in the South with his family.

Meanwhile, Leon Goldberg, Universal's newly-elected vice-president, treasurer and board member, is expected to establish his headquarters at the home office next week upon his arrival from the Coast. His appointment became effective on Jan. 1 and since then he has been visiting the company's Coast studios. Goldberg replaced Sam Machnovitch.

Spaatz to Address '12 O'Clock' Lunch

General Carl A. Spaatz will be the principal speaker at a "Twelve O'Clock High" luncheon celebration of the eighth anniversary of the Eighth Air Force on Jan. 26, it was announced yesterday by Robert Johnson, president of the Air Force Association, which is sponsoring the affair.

Mayor William O'Dwyer has been asked by military leaders in Washington to make the welcoming address to the military and civilian figures who have been invited to the event.

The luncheon, which will serve as the kickoff for a series of festivities scheduled to celebrate the birthday of the Eighth Air Force, as well as its seventh anniversary of the first daylight precision bombing over Wilhelmshaven, will take place at the Waldorf-Astoria Hotel here.

The luncheon, at which Tex McCrary, former Lieut. Colonel in the Eighth Air Force, will serve as master-of-ceremonies, will precede the premiere that evening at the Roxy Theatre of "Twelve O'Clock High," which was produced by Darryl F. Zanuck, production vice-president for 20th Century-Fox.

Fifteen hundred former and present members of the Eighth Air Force are expected to attend the premiere.

Set Rhodes Hearing

CHICAGO, Jan. 12.—The Rhodes Theatre \$750,000 anti-trust suit, filed here a year ago, has been set for hearing on May 1 before Federal Judge William Sullivan. The 600-seat theatre operated by Ethel Sullivan is charging the eight major distributors and Balaban and Katz with discriminatory practices, claiming they are forced to play foreign product due to the high rentals asked by the defendant distributors.

Matthew Fox Sells 28,000 'U' Warrants

WASHINGTON, Jan. 12. — Matthew Fox has reported to the Securities and Exchange Commission that he disposed of warrants for 28,000 shares of Universal common in October, representing his entire holding in Universal at that time.

The SEC also revealed that Sam Wolf has purchased 25,000 shares of Monogram common, boosting his holdings to 27,500 shares.

Harry M. Kalmine gave away his entire holding of 100 shares of Warner Brothers common. Abraham Schneider gave away 300 shares of Columbia common, then bought 300 shares, leaving his holdings unchanged at 10,028 shares. J. E. Brulatour, Inc., bought 150 shares of capital stock in Associated Motion Pictures Industries, Inc., bringing its holdings to 35,668 shares. Loew's acquired another 100 shares of Loew's Boston Theatres to give it total holdings of 125,275 shares.

Books Serial's Finale For Anxious Fans

COLUMBUS, O., Jan. 12.—Junior fans of Republic's serial, "King of the Rocket Men," were made happy by the announcement that they'll be able to see the 12th and final chapter after all. They had feared they would be left in the dark about the fate of the rocket hero when the Majestic, being torn down to make way for a department store, closed its doors before the final chapter was shown. Lee Hofheimer and Al Sugarman of the neighborhood Champion Theatre, booked the final chapter.

Sign upnow for Brotherhood Week observance at your theatre, Feb. 19-26.

MGM to Test Ansco Color

HOLLYWOOD, Jan. 12.—The Metro-Goldwyn-Mayer studio will be the first major to move toward full utilization of the new Ansco color film, starting with a short subject in the spring, it is understood.

The Metro photographic laboratory, which has been experimenting with Ansco color for more than two years, will process and print a live-action short as a final test before retooling for mass production of feature pictures in the new color.

The Ansco print stock, which provides a three-color job, has not yet been used for release prints of feature pictures because of limited laboratory facilities. Metro's present Ansco machinery is sufficient to handle only 25 feet of Ansco film per minute, a capacity far short of that necessary for printing feature films, but adequate for the pilot short subjects which, it is expected, will determine whether or not more than \$1,000,000 will be invested in full-scale equipment, it was said.

Recover Seven 16mm. Films in Houston

HOUSTON, Jan. 12.—Recovery of six features and one short subject on 16mm. used by the Armed Forces overseas has been made from a local film library by the FBI. The prints were turned over to the Army and Air Force Motion Picture Service, which in turn gave them to Sargoy and Stein, special counsel to the majors in copyright matters, for return to their respective copyright owners.

The recovered films are "Heavenly Body" and "Somewhere I'll Find You," M-G-M; "G.I. Joe" and "Paris Underground," United Artists; "A Women in Green," Universal; "The Mark of the Whistler" and "Film Vodvil," Columbia.

'Heiress' Will Open Wichita's New Crest

William Wyler's "The Heiress" has been selected to open O. F. Sullivan's new Crest Theatre in Wichita, Kansas, on Jan. 17. Plans are underway to launch the theatre with a Hollywood-style premiere.

Wyler made a special recording greeting the dignitaries and it will be broadcast at the premiere and over the local radio station. The invited audience will include motion picture industry representatives from Kansas and Western Missouri. Sullivan is head of Sullivan Independent Theatres and is president of Allied Independent Theatres of Kansas.

Holleb Joins Filmack

CHICAGO, Jan. 12.—Lou Holleb, former owner of the Imperial Theatre in Zanesville, Ohio, and manager of the Majestic in Columbus, has been appointed Chicago city sales manager for Filmack Trailer Co., Irving Mack announced here today.

Brook Opens Jan. 25

Century Theatres will open its new Brook Theatre, Brooklyn, on Jan. 25. The 1,500-seat house is said to incorporate every advance in architecture made over the past decade.

Ontario Also Wants Tax Cut

OTTAWA, Jan. 12.—The Motion Picture Theatres Association of Ontario is organizing a drive to get the Provincial Legislature to reduce the 20 per cent amusement tax commencing in March.

It is pointed out that the tax, taken over from the Canadian government is really a wartime levy and the organization wants it to be reduced to peacetime level at least.

At the same time, suggestions are heard in municipal circles that attempts may be made to have municipalities share in amusement tax receipts in order to reduce the municipal tax rates in many cities or towns. These latter rates have been rising on account of rising costs for municipal services and some municipal authorities have been studying the possibility of sharing in the amusement tax returns.

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The new law not only gives the executive branch of the government power to fix the amount of screen time which must be reserved for Argentine films, but also to set the percentage of the profit from each film to go to distributors, producers and exhibitors and to determine which Argentine films will be aided by the government.

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To Pay \$3 Dividend

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"Davy Crockett, Indian Scout"

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There can be little doubt that a picture such as this, executed with skill and a resolve to keep things moving constantly, will register nicely at the box-office. It's clean action entertainment with a touch of romance.

Lew Landers directed, and under his guidance the proceedings are constantly filled with excitement, whether it is in individual scenes as George Montgomery and Philip Reed engage in scouting work, or as Indians go riding down hills.

Grant Whytock and Bernard Small were associate producers and Richard Schayer wrote the forthright screenplay. Montgomery discharges his assignment calmly, while Reed is good as his Indian assistant. Ellen Drew registers as the part-Indian school marm who betrays the white men but later rectifies her error.

The story, told partly in flashback, is about the attempt of a wagon train to get through territory full of Indians on the war-path. A spy among the white men informs the Indians of the settlers' movements and they are attacked. Montgomery, aided by Reed, undertakes to find the traitor. It turns out to be a girl who joined the wagon train during its journey. Both Montgomery and Reed are in love with Ellen who has hidden the fact that she is part-Indian and is actually working for her father, a power-hungry Indian chief. The party eventually is ambushed but is saved by Montgomery who crashes a powder-laden wagon into a barricade. Also in the cast are Noah Beery, Jr., Paul Guilfoyle, Addison Richards, Robert Barrat, among many others.

Running time, 71 minutes. General audience classification. Release date, Jan. 7.

"Cowboy and the Prizefighter"

(Equity—Eagle-Lion)

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Things, naturally, go wrong for the crooks and right for Ryder, and the windup of the film is a good excuse for the presentation of the match, without gloves, and particularly rough. The holdup is also foiled. An added bit of interest is provided by the appearance of Lou Nova, the boxer, as a crooked fighter. Jim Bannon plays the Red Ryder role, assisted by Don Kay Reynolds as Little Beaver and Emmett Lynn, Marin Sais, Don Haggerty, Karen Randle, John Hart and Lane Bradford.

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"The Nevadan"

(Columbia)

THE well-known desire for gold motivates the action in "The Nevadan." As a Western it stands up pretty well, having such merits as fluid action, tumultuous clashes, Randolph Scott in the lead and color by Cinecolor. The feminine lead is handled by pretty Dorothy Malone, with assorted villainies portrayed by Forrest Tucker, George Macready and Jeff Corey.

The story has Scott, a U. S. marshal incognito, assigned to recover a huge fortune in gold by trailing an outlaw who has stolen it. The pursuit carries him through a series of standard Western adventures. As it develops, a gang of outlaws are also after the gold, all of which causes conflicts in several directions. The climax is reached when Scott teams up with his quarry in order to ward off the assault of the other outlaws. That having successfully been accomplished, there remains only the task for Scott of bringing his man in, which he completes after another round of fisticuffs.

Scott performs with easy conviction in his two-fisted role and Miss Malone carries her chores satisfactorily.

Some of the background settings are fresh and visually pleasing. George W. George and George F. Slavin did the story and original screenplay for this Brown-Scott production. Harry Joe Brown produced and Gordon Douglas directed.

Running time, 81 minutes. General audience classification. For February release.

Elect Ed Williamson Memphis Tent Chief

MEMPHIS, Jan. 12.—Ed Williamson has been reelected chief barker of the Variety Club here. Other officers, all new, are: Bob Bostick, first assistant chief barker; Clayton Tunstall, second assistant; Bailey Pritchard, secretary; Herman Chrisman, treasurer. Committee chairmen include: Ben Blue-stein, entertainment; Bostick, membership; Jack Scharff, shut-ins.

Columbus Tent Elects Ferneau Chief Barker

COLUMBUS, O., Jan. 12.—Frank Ferneau has been elected chief barker of the Columbus Variety Club, Tent No. 2.

Other officers are: Andre Correale, first assistant; Sandy Hallock, second assistant; Ralph Shiflet, treasurer; Chuck Selby, secretary. Members of the board of directors are: Mike Tatem, Jimmy Rawlins, James Naulty, Frank Busch, George Horvath,

Only 10% Gain on 55% Product Rise

Mexico City, Jan. 12.—Mexican producers are more determined to stress quality this year after examining the cash returns on their record 1949 output of 107 pictures. The examination revealed that the cash yield from that record was a mere 10 per cent higher than that gained in years when production totaled only 50 features.

Popcorn for Theatres In '49 Dropped 50%

WASHINGTON, Jan. 12.—Production of popcorn, which is sold extensively in motion picture theatres, was down to half the 1948 figure in 1949, the U. S. Department of Agriculture has reported.

The 1949 yield was approximately 157,000,000 pounds, compared with 309,000,000 produced in 1948. The 1949 figure, however, is only eight per cent less than the 1938-47 average yearly production of 171,000,000 pounds.

Main reason for the drop from 1948 to 1949, the Department pointed out, is that acreage last year was sharply curtailed due to the prior year's large production. The 1948 product moved to the market at a slow rate and prices were not as high as growers anticipated. Yield per acre last year was also lower, the Agriculture Department said.

Canada Reports Rise In Film Spending

TORONTO, Jan. 12.—Canadians spent an average of \$6.50 on film-going in 1948, according to the Bureau of Statistics at Ottawa, which said it was an increase of 20 cents over the previous year. Total spending was \$83,283,000, six per cent over that of 1947, but of this total taxes came to \$13,626,000 against \$15,819,000 the year before. The bureau also showed there were 222,459,200 paid admissions in 1948, one per cent higher than in 1947, and 1,950 film houses employed 14,361 persons.

Fifty-one per cent of all programs were double features in 1948, a decrease of two per cent from 1947.

Levy Heads Variety Club in North Cal.

SAN FRANCISCO, Jan. 12.—Ellis W. Levy, general manager of the Tele-news Theatre here, has been elected chief barker of Variety Club of Northern California for 1950. Others elected are: Nathan Blumenfeld, first assistant chief barker; Kenneth Daily, second assistant chief barker; Al Grubstick, doughguy and Mel Klein, property master.

Canvassers are Cliff Gieseman, Gerald Karski, Rotus Harvey, Spencer Leve, Neal East and William Couvert.

Help make Better Americans—Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 16-26.



From Cecil B. De Mille:

The Greatest Love Story
Since The Beginning Of Man
... And Woman!



From Paramount: The Greatest Boxoffice Attraction
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Open Both Pages



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(Columbia)

THE well-known desire for gold motivates the action in "The Nevadan." As a Western it stands up pretty well, having such merits as fluid action, tumultuous clashes, Randolph Scott in the lead and color by Cinecolor. The feminine lead is handled by pretty Dorothy Malone, with assorted villainies portrayed by Forrest Tucker, George Macready and Jeff Corey.

The story has Scott, a U. S. marshal incognito, assigned to recover a huge fortune in gold by trailing an outlaw who has stolen it. The pursuit carries him through a series of standard Western adventures. As it develops, a gang of outlaws are also after the gold, all of which causes conflicts in several directions. The climax is reached when Scott teams up with his quarry in order to ward off the assault of the other outlaws. That having successfully been accomplished, there remains only the task for Scott of bringing his man in, which he completes after another round of fistcuffs.

Scott performs with easy conviction in his two-fisted role and Miss Malone carries her chores satisfactorily.

Some of the background settings are fresh and visually pleasing. George W. George and George F. Slavin did the story and original screenplay for this Brown-Scott production. Harry Joe Brown produced and Gordon Douglas directed.

Running time, 81 minutes. General audience classification. For February release.

Elect Ed Williamson Memphis Tent Chief

MEMPHIS, Jan. 12.—Ed Williamson has been reelected chief barker of the Variety Club here. Other officers, all new, are: Bob Bostick, first assistant chief barker; Clayton Tunstill, second assistant; Bailey Pritchard, secretary; Herman Chrisman, treasurer. Committee chairmen include: Ben Bluestein, entertainment; Bostick, membership; Jack Scharff, shut-ins.

Columbus Tent Elects Ferneau Chief Barker

COLUMBUS, O., Jan. 12.—Frank Ferneau has been elected chief barker of the Columbus Variety Club, Tent No. 2.

Other officers are: Andre Correale, first assistant; Sandy Hallock, second assistant; Ralph Shiflet, treasurer; Chuck Selby, secretary. Members of the board of directors are: Mike Tatem, Jimmy Rawlins, James Naulty, Frank Busch, George Horvath,

Only 10% Gain on 55% Product Rise

Mexico City, Jan. 12.—Mexican producers are more determined to stress quality this year after examining the cash returns on their record 1949 output of 107 features. The examination revealed that the cash yield from that record was a mere 10 per cent higher than that gained in years when production totaled only 50 features.

Popcorn for Theatres In '49 Dropped 50%

WASHINGTON, Jan. 12.—Production of popcorn, which is sold extensively in motion picture theatres, was down to half the 1948 figure in 1949, the U. S. Department of Agriculture has reported.

The 1949 yield was approximately 157,000,000 pounds, compared with 309,000,000 produced in 1948. The 1949 figure, however, is only eight per cent less than the 1938-47 average yearly production of 171,000,000 pounds.

Main reason for the drop from 1948 to 1949, the Department pointed out, is that acreage last year was sharply curtailed due to the prior year's large production. The 1948 product moved to the market at a slow rate and prices were not as high as growers anticipated. Yield per acre last year was also lower, the Agriculture Department said.

Canada Reports Rise In Film Spending

TORONTO, Jan. 12.—Canadians spent an average of \$6.50 on film-going in 1948, according to the Bureau of Statistics at Ottawa, which said it was an increase of 20 cents over the previous year. Total spending was \$83,283,000, six per cent over that of 1947, but of this total taxes came to \$13,626,000 against \$15,819,000 the year before. The bureau also showed there were 222,459,200 paid admissions in 1948, one per cent higher than in 1947, and 1,950 film houses employed 14,361 persons.

Fifty-one per cent of all programs were double features in 1948, a decrease of two per cent from 1947.

Levy Heads Variety Club in North Cal.

SAN FRANCISCO, Jan. 12.—Ellis W. Levy, general manager of the Tele-news Theatre here, has been elected chief barker of Variety Club of Northern California for 1950. Others elected are: Nathan Blumenfeld, first assistant chief barker; Kenneth Daily, second assistant chief barker; Al Grubstick, doughguy and Mel Klein, property master.

Canvassers are Cliff Gieseman, Gerald Karski, Rotus Harvey, Spencer Leve, Neal East and William Couvert.

Help make Better Americans—
Get 10 new members for the
National Conference of Christians
and Jews during Brotherhood
Week, Feb. 16-26.



From Cecil B. De Mille:

The Greatest Love Story
Since The Beginning Of Man
...And Woman!

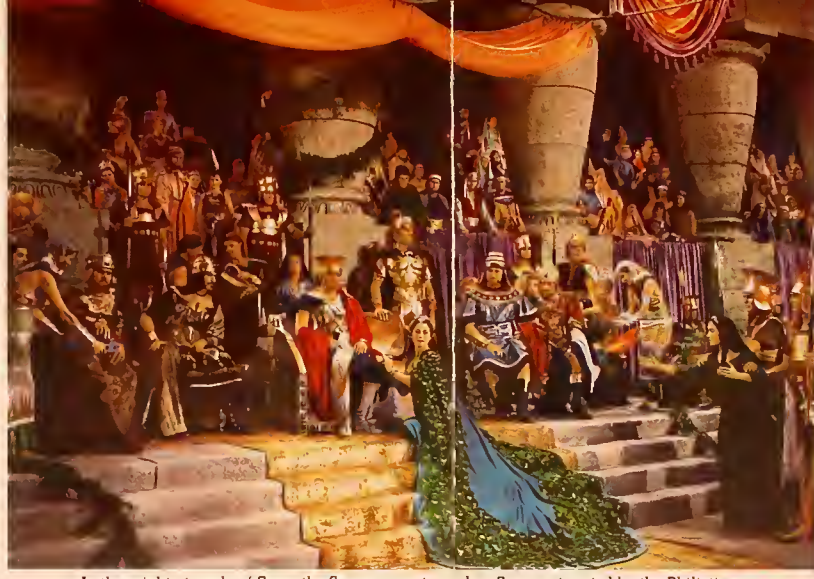




Delilah secretly cuts the hair of Samson



The blind Samson is chained like a beast to the grist-mill.



In the mighty temple of Gaza, the Saran's court watches Samson taunted by the Philistines.



Treacherous Delilah cuts the hair that has made Samson strong.



Samson battles a lion and kills it with his bare hands

His strength restored, Samson crashes the pagan temple down, destroying his Philistine enemies.



Armed only with the jawbone of an ass, Samson—with superhuman strength—slays a thousand men.



Wonder After Wonder Unfolds In Scene After Scene Of

Cecil B. De Mille's Masterpiece

Samson and Delilah

Color by **TECHNICOLOR**

MOTION PICTURE DAILY JANUARY 13, 1950
PRINTED IN U. S. A.



Biggest Gross Of Any
Picture Ever To Play
On Broadway
Has Been Established
At World Premiere
Engagement
—N. Y. PARAMOUNT
and RIVOLI

“
CECIL B. DEMILLE'S
Samson and Delilah
”

Color by **TECHNICOLOR**

starring

HEDY LAMARR · VICTOR MATURE · GEORGE SANDERS
ANGELA LANSBURY · HENRY WILCOXON

Produced and Directed by Cecil B. DeMille

Screenplay by Jesse L. Lasky, Jr., Fredric M. Frank · From original treatments by Harold Lamb and Vladimir Jabotinsky · Based upon the history of Samson and Delilah in the Holy Bible, Judges 13-16

TOA Delays

(Continued from page 1)

COMPO's budget will be spent on the local level?

TOA executive director Gael Sullivan said that "we will insist on another meeting of COMPO before ratifying it," said TOA's delegates to COMPO would bring together all the recommendations and suggestions made during a lengthy discussion here today and present them in coordinated form to the executive committee. These then would be presented to COMPO.

"I am confident, though, that when all the elements are worked out, TOA will support COMPO," Sullivan declared. "We give wholesale approval to the purpose and objectives of COMPO and are eager to participate."

TOA leaders pointed out that TOA members will work wholeheartedly meanwhile with COMPO's tax committee in the campaign to repeal or reduce the Federal admissions tax.

Urges TV Trailers

Other highlights of the final session of the two-day meeting: a recommendation from television committee chairman Mitchell Wolfson urging widespread use of television trailers; a promise from Sullivan that invitations will go out next week to all segments of the industry to set up a cooperating committee to present an all-industry case on theatre television to the Federal Communications Commission; and a reaffirmation of TOA's opposition to producers making their films available for television.

Practically all other agenda items, including plans for the membership drive, a drive-in committee chairman, including Canadian and Mexican exhibitors and selection of a new convention city, were referred back to the executive committee because so much time was spent on COMPO today and fair trade practices yesterday.

TOA president Sam Pinanski said members failed to agree whether exhibitors should pay COMPO dues through their organizations or as individuals, and if as individuals, whether they should pay a flat fee or a percentage of film rentals.

Asks Tax Repeal Aid

Stating that the COMPO tax committee would concentrate on "Congressional leadership," A. Julian Brylawski asked the group to give "grass roots support" to the drive to repeal the Federal admissions tax. Although TOA will not oppose tax reduction legislation in the form of a rider to any bill, he said, he believes such legislation should "stand on its own merits."

Television committee chairman Wolfson recommended each company to develop 10 20-minute trailers or spot announcements on all "A" product for use on television stations. Actual arrangements for time on the air could be made either by the producer or exhibitor, he said.

M-G-M Plans Israel Film

HOLLYWOOD, Jan. 12.—A film based on the establishment of Israel and entitled "The Road" will be made by M-G-M, it is announced.

Reviews

"Pioneer Marshal"

(Republic)

A STANDARD Western with Monte Hale in the lead, "Pioneer Marshal" offers satisfactory entertainment for followers of this type of production.

Santa Dolores is a typical Western town, inhabited mostly by fugitives from justice and ruled by a character who was a big man once in Chicago. Hale, a Dallas marshal disguising himself as a criminal, runs up against the renegades while searching for a misguided lad who has run off with his company's money. Very little time is lost by Philip Ford, director, and Melville Tucker, associate producer, to get the story moving and after the last shot has been fired and the last punch struck, Hale rides out of town triumphantly past the many bad men he has killed. The suspense is just right and the photography, riding, shooting and all the other necessities for a Western are up to par. Hale does his usually acceptable job. Nan Leslie is the female lead and Damian O'Flynn the key "bad guy."

Running time, 60 minutes. General audience classification. Release date, Dec. 24, 1949.

"Never Fear"

(Lupino-Eagle Lion)

APPARENTLY not being one for the conventional in screen material. Ida Lupino—whose first dealt with unwed mothers—now comes up with one on infantile paralysis. "Never Fear" was competently handled, the presentation giving the challenging subject more than enough dramatic weight to keep the audience interested. Lack of "names" suggests the need for extra promotion but such extra effort should prove rewarding.

"Never Fear" is a Filmakers production, offered by Miss Lupino and her husband, Collier Young. The two did the screenplay and Miss Lupino also directed. It blends a well developed story with a documentary-like account of modern treatment for polio victims at the Kabta-Kaiser Institute in Santa Monica, Cal. The central character is Sally Forrest, whose attack of the dread disease cuts short her dancing career. Keefe Brasselle is her stage partner and fiance. After many heart-rending emotional and physical setbacks Miss Forrest regains hope and finally recovers. Hugh O'Brian, Eve Miller, Larry Dobkin, Rita Lupino, Herbert Butterfield, Kevin O'Morrison, Stanley Waxman, Jerry Housner and John Franco are among other cast members.

Running time, 81 minutes. General audience classification. Release date, not set.

"Master Minds"

(Monogram)

THE obstreperous Bowery Boys, headed by Leo Gorcey, are having their ticks again, this time in the type of picture that resembles the old horror picture formula with the added relief of comedy.

Huntz Hall, who has a phobia for sweets which give him a toothache, discovers his prophetic powers every time his tooth pains. The boys put this power to commercial use in a carnival and foresee making a fortune from Hall's soothsaying. At one performance his act is seen by Dr. Druzik, who is engaged in thought transference experiments. Druzik and his aide kidnap Hall to transfer his brain to an apeman at their laboratory. Druzik is successful in changing the personalities of Hall and the apeman. The boys, on the search for Hall, become prisoners of the doctor and much laughter and suspense arise as they free themselves and bring Druzik to justice.

Audience reaction at the screening was exceedingly good to this Jan Grippio production which was ably directed by Jean Yarbrough, from a good screenplay by Charles Marion.

Running time, 64 minutes. General audience classification.

"The Glass Mountain"

(Renown—Eagle-Lion)

OUTSTANDING photography and an abundance of pleasing operatic music more than compensate for the triteness of the dramatic story in "The Glass Mountain," which is a British production shot in Italy. The film presents Valentina Cortesa, who has appeared in a number of American-made films and whose considerable charm matches her vivacious talents. Two other leading parts are played by Michael Denison and Dulcie Gray. The picture introduces Tito Gobbi, whose brilliant voice lends weight to the opera scenes.

There are scenes of breathtaking beauty as skiers gracefully float down steep ravines. The music is provided by the famous La Scala Opera, Milan, and should prove a valuable exploitation angle. Quasi-Puccini type of arias are presented with vigor. Nino Rota wrote the music and John Sutro was in charge of production. Joseph Janni, Jack Hunter and Henry Cass wrote the screenplay.

The story tells of a British flier in World War II who is shot down and rescued by an Italian village girl. They fall in love while he sets the legend of the Glass Mountain to music. On his return to England he can't forget her and he journeys back to her.

Other performers are Sebastian Shaw, Antonino Centa, F. Terscheck, A. Marlo and Sidney King.

General audience classification. Running time, 90 minutes.

NJ Allied to Appoint

Directors of Allied of New Jersey are expected to discuss the naming of a new business manager at a meeting

to be held at the organization's headquarters here on Monday. Albert Gebhardt, Jersey Allied business manager for three years, died suddenly in East Orange, N. J., on Jan. 4.

Studio Employment Shows Nov. Drop

HOLLYWOOD, Jan. 12.—Studio employment slumped slightly in November, slipping down to 71.9 per cent from October's 72.3 on the California Labor Statistics Bureau scale, which regards the 1940 average as 100.

Average weekly wage earnings dipped from \$109.21 to \$97.16.

Coast Production Up Three; 20 Going

HOLLYWOOD, Jan. 12.—The production tally started its post-holiday upward swing with a gain of three pictures, for a total of 20. Six new ones were started, and three were completed.

Started were: "Crisis," "Visa," M-G-M; "The Vanishing American," Republic; "Code 3," "Alias Mike Fury," RKO; "Rose Queen," U-I. Completed were: "Second Chance," independent; "Sleep All Winter," Republic; "Death on a Side Street," U-I.

Reelect Reek

(Continued from page 1)

trailers under the following releasing schedule: "The Heart Association," Feb. 9; "Brotherhood Week," Feb. 13; "The American Red Cross," Feb. 23, and "The American Cancer Society," a March release. Release of the trailers is subject to their approval by national and regional exhibitor associations and groups.

Sues Frank Ross Prod.

HOLLYWOOD, Jan. 12.—RKO Radio filed suit today in Federal Court against Frank Ross Productions, Ltd., asking \$1,813,647 damages on the charge that FRP defaulted on an agreement entered into on April 15, 1943, to commence production of Lloyd C. Douglas' "The Robe" not later than May, 1948. The complaint lists \$819,227 as the amount expended by RKO on publicity, exploitation and other promotion, and itemizes additional sums assertedly advanced directly to the defendant company during the period when research and preparation were under way.

Glascreeen at Empire

Loew's International's London showcase, the Empire, is the latest foreign theatre to be equipped with the new Glascreeen, Herman Gluckman, president of Nu Screen Corp., reports. Additional foreign theatres in Loew's circuit will be equipped as soon as export licenses are obtained, Gluckman said.

Park Ave. Books Series

A series of leading English pictures of recent years will be shown at the Park Avenue Theatre here, starting today, with "Stairway to Heaven." It will be followed by seven other J. Arthur Rank films at two and three-day intervals, concluding Jan. 31.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.

U. K. Quota

(Continued from page 1)

tion of the six-monthly quota periods.

Metcalfe and John Xavier Prendergast were delegated to urge the CEA at its next meeting to take action. A preliminary meeting to discuss the question has been tentatively set for the joint CEA-British Film Producers Association committee.

Trade realists see little prospect of complete elimination of the quota at this time. Most informed persons expect a 25 per cent quota to be announced in March, possibly to become effective in May.

Disney Loss

(Continued from page 1)

reducing the company's income expectations as a result of foreign currency devaluations.

The reduction in anticipated income caused by devaluation of currencies may be partially offset during the next year or two by other factors, Disney stated. The company also anticipates the reopening of certain markets to which it has not had access in some cases as long as 12 to 15 years, notably Germany, Austria, Dutch East Indies and Japan.

Major progress was made during 1949 in converting blocked currencies into dollars. All of the English blocked pounds held by Disney were employed in the production in England of "Treasure Island," live-action feature in Technicolor. At Oct. 1, 1949, Disney had around \$450,000 in blocked funds in foreign countries.

The company's program calls for production of 18 new short subjects annually, plus the reissue of six subjects. Features in preparation include "Alice in Wonderland," "Peter Pan" and "Hiawatha." Another "Cinderella," will reach theatres soon.

Mexican Films Gaining

MEXICO CITY, Jan. 12.—Mexican pictures are returning to top first-run theatres here after being virtually excluded by American films.

State Department Group Studies U. S. Film Effect Abroad

WASHINGTON, Jan. 12.—The State Department's advisory committee on information, advising the Department on its overseas information program, said that "one of the important unsolved problems" is evaluating the effect of American entertainment films on audiences in foreign countries.

In a semi-annual report to Congress, the committee said it had given considerable attention to the impressions about the U. S. gained by audiences in theatres overseas. It added that relations between the State Department and the Motion Picture Association of America were "cordial," and that the Department has been requested by MPAA to forward any information on the subject to MPAA officials, but that information received by the Department is "far too spotty and inadequate."

The commission said the Department was still trying to work out with MPAA some way of getting the film companies to distribute Department documentaries with their own product.

\$3,000,000 Allotment

(Continued from page 1)

may get close to \$500,000 each for a full quota of 15 features. The amounts then trail down to one or two companies which will get guaranties for only one or two features.

John McCarthy and Joyce O'Hara of the Motion Picture Association of America met with ECA officials in Washington Wednesday to go over the program. The MPAA officials are following the situation even though the contracts will go to individual companies this year. It probably will be late February or March before the first contracts are announced.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

1948-49 Grosses Compared

(Continued from page 1)

pared with \$12,995 for November and \$13,515 for October. Characteristically also, theatre business boomed virtually everywhere at the height of the holiday season.

"Sorrowful Jones" was the film which last year appeared most frequently in the reports as the leading grosser, having held that position for three consecutive months. "Jolson Sings Again" was runner-up, having captured first spot two months in a row.

A month-by-month review of the year's leading grossers, with first, second and third places applying in the order named, follows:

JANUARY—"The Paleface" and "The Snake Pit" (tied), "Words and Music," "Yellow Sky." FEBRUARY—"Joan of Arc," "The Snake Pit," "Command Decision." MARCH—"Command Decision," "Whispering Smith," "Joan of Arc." APRIL—"A Connecticut Yankee in King Arthur's Court," "Take Me Out to the Ball

Game" and "Little Women" (tied), "Knock On Any Door" and "The Set Up" (tied). MAY and JUNE—"Sorrowful Jones," "The Barkley's of Broadway," "Home of the Brave." JULY—"Sorrowful Jones," "Nephtune's Daughter," "Girl from Jones Beach" and "The Fountainhead" (tied). AUGUST—"Look for the Silver Lining," "You're My Everything," "Any Number Can Play." SEPTEMBER—"Top O' the Morning," "Come to the Stable," "I Was a Male War Bride." OCTOBER—"Jolson Sings Again" and "My Friend Irma" (tied), "I Was a Male War Bride" and "Under Capricorn" (tied), "Task Force." NOVEMBER—"Jolson Sings Again," "She Wore a Yellow Ribbon" and "Pinky" (tied), "Tokyo Joe." DECEMBER—"Pinky," "Always Leave Them Laughing" and "Adam's Rib" (tied), "That Forsyte Woman."

Composite key-city box-office reports for 1949 compared with corresponding weeks of 1948, follow:

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre	1948 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	164	\$2,855,800	\$17,413	Jan. 2-3	179	\$3,406,600	\$19,031
Jan. 6-7	161	3,195,000	19,018	Jan. 9-10	168	3,112,700	18,528
Jan. 14-15	161	2,609,900	16,211	Jan. 16-17	168	2,473,300	14,722
Jan. 21-23	162	2,497,500	15,417	Jan. 23-24	166	2,419,000	14,572
Jan. 28-29	179	2,624,100	14,660	Jan. 30-31	166	2,341,900	14,108
Feb. 4-5	176	2,491,000	14,153	Feb. 6-7	167	2,537,800	15,196
Feb. 11-12	181	2,788,600	15,407	Feb. 13-14	166	2,381,500	15,546
Feb. 18-19	170	2,435,900	14,329	Feb. 20-21	164	2,316,500	15,125
Feb. 25-26	173	2,532,800	14,640	Feb. 27-28	167	2,734,100	16,372
Mar. 4-5	179	2,545,800	14,222	Mar. 5-6	165	2,372,700	14,380
Mar. 11-12	183	2,447,600	13,375	Mar. 12-13	165	2,441,800	14,799
Mar. 18-19	175	2,441,800	13,953	Mar. 19-20	175	2,626,800	15,010
Mar. 25-26	180	2,378,100	13,212	Mar. 26-27	162	2,356,800	14,548
Apr. 1-2	181	2,426,000	13,403	Apr. 2-3	171	2,953,500	17,272
Apr. 8-9	179	2,427,700	13,563	Apr. 9-10	169	2,740,000	16,213
Apr. 15-16	179	2,328,100	13,006	Apr. 16-17	175	2,493,600	14,249
Apr. 22-23	172	2,860,900	16,633	Apr. 23-24	167	2,284,000	13,677
Apr. 29-30	177	2,422,100	13,684	Apr. 30-May 1	159	2,232,300	14,040
May 6-7	175	2,391,300	13,665	May 7-8	167	2,416,500	14,470
May 13-14	176	2,291,400	13,019	May 14-15	167	2,301,200	13,780
May 20-21	170	2,210,200	13,001	May 21-22	149	2,118,300	14,217
May 27-28	182	2,301,400	12,678	May 28-29	158	2,241,100	14,184
June 3-4	167	2,295,700	13,747	June 4-5	166	2,587,400	15,527
June 10-11	185	2,234,300	12,077	June 11-12	172	2,287,800	13,304
June 17-18	180	2,231,800	12,399	June 18-19	176	2,340,300	13,297
June 24-25	166	2,051,400	12,358	June 25-26	170	2,396,500	14,097
July 1-2	181	2,217,700	12,252	July 2-3	167	2,476,300	14,828
July 8-9	162	2,257,100	13,933	July 9-10	161	2,499,000	15,522
July 15-16	163	2,120,000	13,006	July 16-17	170	2,418,900	14,229
July 22-23	153	2,026,000	13,242	July 23-24	172	2,577,800	14,987
July 29-30	165	2,197,300	13,317	July 30-31	170	2,438,600	14,345
Aug. 5-6	181	2,395,200	13,233	Aug. 6-7	173	2,482,800	14,351
Aug. 12-13	175	2,403,400	13,734	Aug. 13-14	171	2,575,500	15,061
Aug. 19-20	187	2,509,700	13,421	Aug. 20-21	175	2,577,800	14,730
Aug. 26-27	183	2,483,300	13,570	Aug. 27-28	166	2,430,400	14,641
Sept. 2-3	186	2,614,700	14,058	Sept. 3-4	172	2,463,500	14,323
Sept. 9-10	171	2,809,200	16,428	Sept. 10-11	168	2,722,000	16,202
Sept. 16-17	187	2,478,600	13,255	Sept. 17-18	171	2,406,700	14,074
Sept. 23-24	173	2,250,400	13,008	Sept. 24-25	154	2,262,500	14,692
Sept. 30-Oct. 1	186	2,422,300	13,023	Oct. 1-2	163	2,332,800	14,312
Oct. 7-8	166	2,179,000	13,127	Oct. 8-9	160	2,387,500	14,922
Oct. 14-15	163	2,209,800	13,557	Oct. 15-16	172	2,529,200	14,705
Oct. 21-22	171	2,343,500	13,705	Oct. 22-23	159	2,349,800	14,779
Oct. 28-29	187	2,556,900	13,673	Oct. 29-30	161	2,379,900	14,782
Nov. 4-5	166	2,225,900	13,409	Nov. 5-6	166	2,383,300	14,357
Nov. 11-12	172	2,172,400	12,630	Nov. 12-13	169	2,570,000	15,207
Nov. 18-19	180	2,389,500	13,275	Nov. 19-20	176	2,680,700	15,231
Nov. 25-26	187	2,368,300	12,665	Nov. 26-27	175	2,424,600	13,885
Dec. 2-3	162	2,386,300	14,730	Dec. 3-4	180	3,105,700	17,254
Dec. 9-10	179	2,233,100	12,475	Dec. 10-11	179	2,535,000	14,162
Dec. 16-17	185	2,074,200	11,212	Dec. 17-18	165	2,172,200	13,165
Dec. 23-24	174	1,793,300	10,306	Dec. 24-26	168	1,892,400	11,264

Paramount Meets Here Today

(Continued from page 1)

heads and division managers since the organization of the new Paramount Film Distributing Corp., headed by A. W. Schwalberg.

Division managers who will participate in the meetings are: Hugh Owen, Eastern and Southern; George A. Smith, Western; J. J. Donohue, Central; M. R. (Duke) Clark, South Central; H. Goldstein, Mid-Eastern; and Gordon Lightstone, Canadian. A. M. Kane, assistant Eastern and Southern division manager, and Henry Randell will also be present.

Paramount home office executives who will be present include: Barney Balaban, Adolph Zukor, E. K. (Ted) O'Shea, Y. Frank Freeman, Paul Raibourn, Oscar Morgan, Max E. Youngstein.

Pickford on the Air

Mary Pickford has signed with National Broadcasting on an exclusive basis to do a transcribed series of daytime and evening programs, giving the network an option for a television show.

IN **1944**

The great Army Comedy was
"SEE HERE, PRIVATE HARGROVE"



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"Francis"

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to come out of this War!



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Doubt Arnall Will Run for Governor

Atlanta, Jan. 12.—Although Georgia's attorney general has ruled that Ellis Arnall is eligible to be governor of Georgia again, his political associates here are of the opinion that he will not be a candidate in next fall's elections. Arnall, who returned here from Hollywood today, declined to comment beyond saying that it would take him some time to decide.

Arnall, president of the Society of Independent Motion Picture Producers, asked for the ruling on his eligibility. He plans to leave here for New York some time next week.

Highway Screens Are Called Auto Peril

ALBANY, Jan. 12.—Suggestion by Sergeant P. J. Leitner of Troop A, Batavia, that drive-in screens facing highways be banned because they distract motorists and are a potential cause of accidents, has been cited by the State Merit Award Board. The board said the idea received approval of the Division of State Police, State Safety Division, State Labor Department, and State Board of Standards and Appeals.

Leitner suggested the ban be under the zoning laws or by action of the Board of Standards and Appeals, which regulates the construction of places of public assembly.

As an official spokesman explained, public hearings must be held before any action is taken, to prevent an infliction of hardship upon exhibitors.

Legion Reviews Six; All Are Approved

Six additional films have been reviewed by the National Legion of Decency, with all receiving favorable ratings. In Class A-I are Lippert Production's "Red Desert," and Pandora Films' "The Titan." In Class A-II are Universal-International's "The Kid from Texas" and "The Rugged O'Riordans"; Lippert's "Square Dance Jubilee," and Motion Picture Sales Corp.'s "Tabu."

Censors Review 95

CHICAGO, Jan. 12.—The Chicago Police Censor Board for the month of December reviewed 95 films and inspected 418,000 feet of film. Screen Guild's "Women of Casbah" was lifted from the rejected list into an adults only classification. "Reign of the Gangster" (Mexican-Aztec) was rejected and "Venus of Paris" (Dezel) classified for adults only.

O'Brien at Video Meet

CHICAGO, Jan. 12.—Robert H. O'Brien, secretary and treasurer of the newly-formed United Paramount Pictures Co., will speak on "What the Exhibitor Can Contribute and Gain from Television" at the theatre panel discussion of the Chicago Television Conference to be held here at the Palmer House on March 6-7-8.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Reviews

"Bomba on Panther Island"

(Monogram)

SECOND in the Walter Mirisch series launched with "Bomba, the Jungle Boy," betters the first by a considerable margin. This one is tailored precisely to the constant demand of the millions around the world who have kept the Tarzan pictures and similar subjects ever green in box-office favor.

Directed by Ford Beebe, from his own script, the picture rolls along at a steadily stepped-up pace toward an action climax which is sure to have the kiddies present yelping their excitement and their seniors sharing their sentiments to the extent of their fondness for jungle fiction. They have had plenty of jungle hazard and risk before this point to build them up to a pitch of expectancy equal to the needs of adventure entertainment. Johnny Sheffield, as Bomba, satisfies the key role requirement completely.

The scene, of course, is Africa, particularly a jungle dominated by a panther which the natives regard as tabu and therefore refrain from killing, despite the animal's fondness for dispatching human beings on any and all favorable occasions. An engineer who has come to conduct some farming experiments, bringing his sister along, finds his undertaking stymied by the panther's inroads on his native manpower and enlists Bomba, a 'teen-age child of the jungle, to assist him by killing the animal. This finally gets accomplished, but not before the engineer has created various crises by his obdurate policies, finally setting fire to the jungle and creating general pandemonium thereby. When it is all over, Bomba returns to his beloved jungle, from whence he will emerge again to work more wonders. The cast also includes Allene Roberts, Lita Baron, Bill Walker, and others.

Running time, 70 minutes. General audience classification.

"Bodyhold"

(Columbia)

FOR the most part a male production of modest proportions, "Bodyhold" concerns wrestling. At times the subject is given a farcical treatment but the picture also offers an "expose" of the game which suggests exploitation possibilities. Rudolph C. Flothow produced and Seymour Friedman directed. Scenes and dialogue are natural enough but the plot is superficial.

The story casts Willard Parker as a plumber developed into a champion by crooked promoter Roy Webster. When he does what his predecessor does, asks for more money, Webster plans to give him the same treatment: a contrived fall on empty wooden benches, an "accident" which broke the former champion's back. However, alert Lola Albright, in love with Parker, spots the plan, and warns Parker in time. She also tells the police. Webster is arrested, and wrestling is off to a fresh start.

Other cast members are Hillary Brooke, Allen Jenkins, Roy Roberts, Sammy Menacker, Frank Sully, John Dehner, Billy Varga, "Wee Willie" David and Ed "Strangler" Lewis.

Running time, 63 minutes. General audience classification. Release date, not set.

"Hollywood Varieties"

(Lippert Productions)

Hollywood, Jan. 12

A SUCCESSION of vaudeville acts designed to please those customers who have been awaiting the return of vaudeville is presented in this Robert L. Lippert production.

Produced by June Carr and Paul Schreihman, and directed by Paul Landres, the picture is a straight-away presentation of a wide variety of vaudeville turns, with Robert Alda, the only "picture name" in the cast, functioning as "MC." It is, therefore, as good or as bad as a given picture audience may happen to consider the current supply of vaudeville talent good or bad. That makes the film a fair and proper implement for giving the vaudeville idea a test run.

The acts presented include Britt Wood, Hector and His Pals, Shaw and Lee, the Three Rio Brothers, Sandy and his Seals, Glenn Vernon and Eddy Ryan, the De Pinna Troupe, Twirl, Whirl and a Girl, the Johnson Bro'ers, etc., etc., to upwards of 20, with the whole scale of standard vaudeville routines represented. The production is plain in design, offering the several acts strictly on their merits, and runs its course swiftly.

Running time, 60 minutes. General audience classification. Release date, Jan. 14.

"Western Renegades"

(Monogram)

THE routine plot of this conventional Western is given a slight lift by the seasoned acting of genial Johnny Mack Brown and the presence of a type new to outdoor pictures, a ventriloquist.

A U. S. Marshal (Johnny Mack Brown) becomes involved with the problems of Joe Gordon and his sister Judy while on his way to see an old friend. The friend later becomes the man accused of the murder of the Gordons' father and Johnny steps in to absolve him. By posing as a member of the gang, Johnny wins their confidence and learns that a woman impersonating Joe and Judy's long missing mother has arrived in town. Johnny unmasks the false Mrs. Gordon, obtains a confession from Gordon's murderer and arrests the gang after a number of chases and a furious gun battle.

Supervised by Eddie Davis and directed by Wallace Fox, from Adele Bufington's original screenplay, the production has a pleasant musical background. Adequate supporting performances are given by Max Terhune, Riley Hill and Jane Adams.

Running time, 56 minutes. General audience classification.

Lull in Paramount Partner Splits; Ahead of Schedule

United Paramount Theatres has yet to resume any negotiations with partner exhibitors on terms of severing their joint interests. Paramount executives presumably being preoccupied with the affairs of the company which began its separate operation on Jan. 1.

United Paramount opened discussions with all its exhibitor affiliates during 1949 and agreed on dissolutions with E. V. Richards, Wilby Kinney, Comerford, M. A. Lightman and others. Now well ahead of its partnership-ending program, the company is allowing for a brief breather before taking up negotiations with others. Reportedly among the first on schedule for this year is Interstate Theatres, Dallas.

Numerous projected deals for sale of the Paramount Building here have failed to materialize and there are no prospects for an early deal at this time, it was said.

Swedish Patent Case Involves U. S. Firms

A Swedish patent covering certain noise reduction circuits for sound-on-film recording has been held invalid by a Swedish court, according to Western Electric. The action was brought by Electrical Fono Film Co. against A. Sandrew, Swedish producer.

Similar actions alleging infringement against Swedish subsidiaries or distributors of Western Electric licenses have been held in abeyance pending the outcome of the Sandrew case. These licensees are: Columbia Pictures, Samuel Goldwyn, Loew's, Movietone-News, Paramount, 20th Century-Fox and Universal Pictures.

Famous Gets Several

Famous Pictures Film Exchange has obtained New York state distribution rights to three Westerns, "Red Rock Outlaw," "The Kid from Gower Gulch" and "Silver Bandit" from Raymond Freidgen of Hollywood.

The company has also closed a distribution deal for New York and New Jersey territories with Martin Cohen for a new Yiddish-American film, "Catskill Honeymoon," which will have its world premiere at the New York Ambassador Theatre soon.

Sets Up N. Y. Offices

HOLLYWOOD, Jan. 12.—Establishment of New York sales offices and entrance into the audio-visual educational field were announced here by Harvey Pergament, president of Calvacade Pictures, upon his return from the East Coast. Negotiations are on with several lecturer-photographers to adapt their films both for audio-visual release and for television and theatrical release.

Acquire 'Frisco House

SAN FRANCISCO, Jan. 12.—Dan McLean and Lee Dibble, co-owners of the Embassy Theatre here, have taken over the Ellis Theatre, a 1,400-seat neighborhood house, from its former owner, William David. William Crosby, formerly with the Golden State and Blumenfeld circuits, will manage, with extensive alterations planned in the near future.

MPEA Would Limit US Aid In Anglo Pact

Differs with SIMPP Aim For Two-Gov't Parleys

Motion Picture Export Association will seek only semi-official assistance of the U. S. State Department in reopening of the Anglo-American monetary and film agreement, it is reported here on the eve of an MPEA executive committee and board meeting tomorrow to map plans for the sessions with the British.

In conflict with the MPEA attitude, Society of Independent Motion Picture Producers president Ellis G. Arnall has said he wants the State Department to take an active part in the negotiations.

When the pact was negotiated originally, U. S. Ambassador Douglas

Top Showmen To 20th Meet

Covering every type of theatre advertising and publicity operation across the nation, 20th Century-Fox's second showmanship meeting will bring together a cross-section of the top independent and affiliated theatre ad chiefs, it was revealed Friday as the company announced the invitation list for the conference.

Every region will be represented, giving the men an opportunity to compare notes at first hand on the problems being met and coped with in re-

U. S. Reports 14,100 Firms in Industry

Washington, Jan. 15.—The number of motion picture firms in business hit a new high of 14,100 at the end of the second quarter of 1949, according to the Department of Commerce.

No further breakdown is given for the figure, which includes production, distribution and exhibition. Each exhibition company is counted as one unit, regardless of the number of theatres it may have.

'U' Will Hold Two Sales Meets; Sets Selling Policy

Universal has now completed a readjustment period necessitated by post-war conditions and the company's production and distribution resources are stronger than ever, Nate J. Blumberg, president, and W. A. Scully, sales vice-president, declare in announcing two sales meetings to be attended by all sales executives and the field force, the first major sales sessions to be held by the company since the war.

First meeting will be held at the Warwick Hotel here on Jan. 20-22, the second in St. Louis at the Chase Hotel, Jan. 24-26.

"Five cardinal principles for Universal's distribution policy in the next year will be enunciated at the meetings," said a company statement. Announced by Scully, they are:

"An equitable solution of clearance problems so we may extend to every exhibitor the most reasonable playing time. To do this we must survey the theatre situation in every town.

"Second, to impress our sales organization that Universal wants to do everything possible to service the

Edmund Grainger to Make Five for RKO

HOLLYWOOD, Jan. 15.—Edmund Grainger will join RKO Radio tomorrow to make five top-budget features in the next two years under an agreement with Howard Hughes completed at the weekend.

Grainger, whose last two productions for Republic were "Wake of the Red Witch" and "Sands of Iwo Jima," will head his own independent producing unit, operating at RKO's Culver City studio and starring top RKO talent.

TOA Delay Seen Altering COMPO's Effective Date

WASHINGTON, Jan. 15.—The decision by the Theatre Owners of America to postpone ratification of the Council of Motion Picture Organizations makes it extremely likely that COMPO's effective date will have to be extended past the present Feb. 20 deadline, informed industry officials here believe.

They said that if one group wants to hold off until certain problems are cleared up, it stands to reason that other groups might also be reluctant to ratify COMPO. Moreover, unani-

DECREE MAY COST W. B. 60 THEATRES

Warners' '49 Profit Was \$10,466,000; First Quarter Up

Warner Bros. consolidated net profit for the year ended Aug. 31 last was \$10,466,000. Profit for the previous year was \$11,837,000.

The company reported Saturday, however, that net profit for the first quarter of the current year, ended Nov. 26, is expected to exceed the \$3,093,000 earned in the comparable 1948 period, despite lower gross receipts in 1949 than for the previous year. Compensating, it said, were lower operating costs and amortization charges.

Film rentals, theatre receipts and other income aggregated \$134,959,000 last year, compared with \$139,937,000 the preceding year, the company reported. Net current assets were up from \$42,610,000 in 1948 to \$47,920,000 last year. Cash at the end of the fiscal year amounted to \$21,745,000, and

Ascap and D. of J. Close to a Decree

WASHINGTON, Jan. 15. — ASCAP and Justice Department attorneys made further progress at consent decree talks here Friday and are now "pretty close" according to one participant.

"I'd almost be willing to say we'll wind things up in a week," he said, "except that I've been wrong so many times before in guessing when this will be over."

Would Leave Circuit Of 375; Lehman Bros. Seeking Theatre Buyer

Present indications are that the Department of Justice will require Warners to dispose of approximately 60 out of the 441 theatres operated by the company, Harry M. Warner, president, has informed company stockholders.

Final terms of the company's consent decree, now in negotiation, will not be in readiness in time for stockholders' action at their annual meeting on Feb. 21, Warner said, but the company already has agreed on a consent order for the disposition of its interests in 24 additional theatres. The latter

Delay Decree Hearing Here

WASHINGTON, Jan. 15.—Justice Department attorneys said the final Paramount case argument in U. S. District Court, New York, has been tentatively postponed from Tuesday to Wednesday, and a further delay is possible.

They said they understood that attorneys for Loew's were insisting that Judge Henry W. Goddard be present and that the judge expected to be tied up still in the Alger Hiss perjury trial on Tuesday. There is a chance, too, he may be tied up longer.

Coast Council Will Meet on COMPO

Hollywood, Jan. 15.—The Motion Picture Industry Council will take up formal ratification of membership in the Council of Motion Picture Organizations at its regular monthly meeting at the Beverly Hills Hotel on Wednesday evening, with the full boards of all MPIC member organizations in attendance.

Operation of Zenith Radio and Television's Phonevision process will be shown.

Personal Mention

HAL WALLIS is scheduled to return to the Coast from New York tomorrow.

JAMES L. MURPHY, who resigned as assistant to F. W. ALLPORT, Motion Picture Association of America representative in London, to take a job with a San Francisco import-export firm, arrived here on Friday from London.

CHARLES P. SKOURAS, president of National Theatres, will remain here the rest of this week before returning to his Coast headquarters. He came East last week for the Theatre Owners of America board meeting in Washington.

IRVING SOCHIN, newly-appointed sales representative for U-I's Prestige Pictures, has arrived here from Cincinnati to assume the post.

JERRY FAIRBANKS, head of Jerry Fairbanks, Inc., and **FRANK MULLEN**, board chairman, will arrive here today from Hollywood.

Schwalberg Values Stars as Sales Aides

Value of a film personality's understanding and active interest in the problems of distribution was pointed up over the weekend by A. W. Schwalberg, president of Paramount Film Distributing Corp., when three Hollywood stars, Wendell Corey, John Payne and Robert Cummings, participated in the division manager's sales meetings at the home office.

Cummings, also an independent producer, reported on his recent European trip. Payne told of a recent tour and how he expected it to stimulate the sale of tickets. Corey said that, as a result of having sat in on the meeting, he felt better equipped to discuss "Thelma Jordon" with exhibitors he will meet on his forthcoming tour.

Boston Meeting on Federal Tax Attack

BOSTON, Jan. 15.—James M. Connolly, 20th-Fox Boston branch manager, presided at a meeting of all local exchange managers, exploitation representatives and exhibitor association leaders Friday to discuss plans for campaigning for the repeal of the Federal amusement tax and to oppose any additional local amusement taxes.

Special Runs for 'Three'

"Three Came Home," Darryl F. Zanuck picture originally scheduled for release in March, has been taken off the 20th Century-Fox schedule in order to give it a series of special first-run engagements, it was announced here Friday by Andy W. Smith, Jr., distribution vice-president.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Tradewise . . .

By SHERWIN KANE

EFFORTS are being made by representatives of all branches of the industry, in all parts of the country, to help make this year's observance of Brotherhood Week, Feb. 19 to 26, an outstanding success in itself and a record of achievement that will increase public esteem for the industry and community good will for the individual theatre.

To accomplish that, every member of the industry, whether in a working role for Brotherhood week or merely one who will be solicited as a new member, should be familiar with the aims and meaning of Brotherhood. To know and to understand them is to do a better job, to become a better member.

Brotherhood Week is an outgrowth of the activities of the National Conference of Christians and Jews, which is endeavoring to eradicate prejudice and supplant it with tolerance and understanding in human relationships.

The NCCJ was founded in 1928 by former Chief Justice of the United States Supreme Court Charles Evans Hughes, former Secretary of War Newton D. Baker and former president of the Federal Council of Churches S. Parkes Cadman. From the outset, its work and its objectives have been recognized as so accurate a reflection of the ideals of real Americanism, and contributory to the strength and welfare of the country, that the nation's leaders in uninterrupted succession have given their support to NCCJ.

Brotherhood Week has been observed every year since 1934. It was first suggested by Monsignor Hugh McMenamin, a Catholic priest of Denver, Colo., who proposed that NCCJ set aside a special period during which people of all faiths in the United States would be invited to consider together the need for and implications of brotherhood.

Each year since, the President of the United States has served as honorary chairman of Brotherhood Week, observed now by custom during the week of George Washington's birthday, and has called upon the American people to join in the observance.

In accepting the honorary chairmanship of Brotherhood Week for 1950, President Harry S. Truman singled out the value to the nation of the principles

of brotherhood when he said:

"The first step of every enemy of this country has always been to attempt to separate the different strands of faith and belief out of which this nation has been woven. Our enemies have tried to set up group against group, faith against faith—to create prejudice and to spread hate and distrust among our people.

"The great service of the National Conference of Christians and Jews," the President said, "is to fight against the forces of intolerance, to bring light to the dark byways of prejudice, and to spread the spirit of tolerance and brotherhood which unites our country. This is a great patriotic service, and the country is indebted to the men and women of this organization who have given so much of their effort and substance in performing it."

Brotherhood Week has not been set aside as the one week of the year best suited to the practice of the principles of brotherhood. Rather, it is designed to be a time for personal stock-taking, resolution, and renewed activity in the warfare against prejudice and the enrollment of new recruits in the campaign for tolerance, from which flow national unity and strength.

In 1944, when the last accurate count was possible, more than 2,000 American communities participated in Brotherhood Week events. Since then, the number has increased by so much that an accurate count is impossible.

Industry participation in Brotherhood Week, which has as its slogan this year "Brotherhood for Peace and Freedom," has been simplified through the joint efforts of J. Robert Rubin, amusement division chairman; Ted R. Gamble, industry chairman; Max Youngstein, advertising-publicity chairman, their aides and committee members in every exhibitor organization and distribution center throughout the country.

Full directions and equipment for theatre participation are provided through National Screen Service distribution. The work and services requested are reasonable in the extreme.

Make a contribution to your country, your community and your industry by enrolling now for participation in Brotherhood Week, Feb. 19-26.

Newsreel Parade

THE Chinese situation and various personalities in the news mark current newsreel highlights. Other items include sports, fashions, a gem display and new air safety tests. Complete contents follow:

MOVIE TONE NEWS, No. 5 — Russia walks out of UN meeting over China issue. U. S. Tanks sent to Fy Dch. White House renovated. Jewel display. Air crash tests for safety. Ben Hogan comeback. Silver skates.

NEWS OF THE DAY, No. 239 — Reds walk out over China issue. Reinforcements for our Asiatic fleet. Gifts for Rome cops. Boy Scout jamboree in Japan. Jewel display. Ben Hogan comeback. Turf thrills.

PARAMOUNT NEWS, No. 42 — UN: Soviet delegates walk out over China issue. Ben Hogan becomes golf's miracle man. Names in the news: Mrs. Truman, Mrs. Barkley, Emperor Hirohito, Mrs. Pearl Mesta. Air crashes to help gather safety data. Skiing.

TELENEWS DIGEST, No. 2-B — Floods sweep Mid-west. Secretary Johnson defends arms budget. Unrest starts in Hong Kong. State Department's Philip Jessup arrives in Japan. Dean Acheson meets members of Foreign Relations Committee. Russia walks out of UN meeting. Britain's cabinet holds first 1950 meeting. Argentine president Juan Peron and wife play Santa Claus. Queen Mary brings Irving Horowitz home.

UNIVERSAL NEWS, No. 316 — Reds walk out of UN meeting. White House's face is lifted. Rocket sled. Golden Gloves. Ski meet. Water skiing. Ben Hogan comeback.

WARNER PATHE NEWS, No. 44 — UN on China. People in the news: Philippine president Quirino, Pearl Mesta, Doris Day, Irving Horowitz and son. Air news. Silver skates. Golf.

Newsreels to Decide On Audience Poll

The five newsreel companies are being asked by the Motion Picture Association of America to decide whether they want a national survey of audience opinions of newsreels made. MPAA, to help them decide, polled patrons of five Long Island and New Jersey theatres last year, with results showing that 83 per cent preferred newsreels as part of their film programs.

Services Today for John M. Stahl, 63

HOLLYWOOD, Jan. 15.—Funeral services will be held tomorrow for John M. Stahl, 63, 20th Century-Fox director who died Thursday night at Hollywood Presbyterian Hospital following a heart attack, at the Little Church of Flowers, Forest Lawn.

Roxy Shut Thursday For 'High' Premiere

The Roxy Theatre here will be closed all day on Thursday in preparation for the premiere of 20th Century-Fox's "Twelve O'Clock High" that evening.

Senate Vote Tuesday On Excise Tax Bill

WASHINGTON, Jan. 15.—The Senate is scheduled to vote Tuesday on an excise reducing amendment offered to a bill being backed by dairy-state Senators as a substitute to a pending "oleo" tax repeal measure.



"HO-HUM!"

VARIETY, JAN. 11th ISSUE, REPORTS
DECEMBER'S BIG 10
M·G·M HAS 5

(No other company has more than 1)

The M-G-M Toppers are
"BATTLEGROUND"
"ON THE TOWN"
"ADAM'S RIB"
"AMBUSH"
"FORSYTE WOMAN"

US Aid

(Continued from page 1)

lent the weight of his office in arranging meetings between British officials and the American delegation. Additionally, Douglas sat in at some of the business sessions and otherwise let it be known to the British that the State Department was closely concerned. However, Douglas did not engage in any actual negotiating.

It is to a similar extent that the MPEA would prefer State Department representation in the forthcoming meetings, reportedly, as against the SIMPP idea of having the negotiations on an inter-government basis.

The MPEA board at tomorrow's meeting will hear a recommendation by Johnston that he be accompanied to the Anglo-U. S. meetings in London by Nicholas M. Schenck, Loew's; Barney Balaban, Paramount; Spyros P. Skouras, 20th Century-Fox; Ned E. Depinet, RKO, and Joseph H. Hazen, Wallis-Hazen Productions.

Reports from London indicate the meetings are not likely until after the elections on Feb. 23.



"the Hollywood"

—fly—

UNITED

DC-6 Mainliner 300s,
11½ hrs. onestop to

LOS ANGELES

2 other DC-6 Mainliner 300s
daily to Los Angeles

Warners' 1949 Profits

(Continued from page 1)

U. S. government securities held amounted to \$15,162,000.

Warners reported that no deductions for foreign currency devaluations is reflected in the 1949 report since the company in prior years had provided ample reserves for such foreign contingencies. There remained \$1,187,000 of such reserve after deduction of \$1,018,000 from it for such devaluation.

Long term debt of the company was reduced during the year from \$17,891,000 to \$14,807,000. On Oct. 28 the company prepaid a \$1,591,000 installment on a term bank loan due next Nov. 1. The next installment is payable May 1, 1951.

The company's report, describing the foreign outlook as "uncertain," cites business improvement in France,

Western Germany, Japan and other countries. It reports part of its unremittable British sterling is being used for production in England of "Stage Fright" and "Captain Horatio Hornblower."

Sale of six unidentified theatre properties for \$2,581,000; eight non-theatre properties for \$613,000, and of Warners' partial interest in four other theatres for \$509,000 during the year was reported. The company entered into a 20-year lease of one of the theatres sold, which it had owned outright, and purchased four other theatres, formerly under lease, for \$985,000.

The company's report urges its stockholders to join in asking Congress to repeal the 20 per cent Federal admission tax.

Autry on Tour; His Company Reelects

HOLLYWOOD, Jan. 15.—Gene Autry, who left Hollywood recently for Denver on his annual personal appearance tour with his "Western Variety Show," covering 67 cities, has set a March 27 starting date for the first of his 1950 schedule of six pictures for Columbia. "Blazing Sun," an original by Jack Townley, will begin on that date.

At the annual stockholders' meeting of Gene Autry Productions, the following officers were reelected: Armand Schaefer, president; Mitchell J. Hamilburg, vice-president and treasurer; Ina (Mrs. Gene) Autry, secretary. Hamilburg will arrive in New York in three weeks to meet Columbia home office executives on future releases.

N. Y. Area Meet On 'Brotherhood'

"Brotherhood Week" committeemen of the New York exchange met at the weekend to start planning their campaign for the drive, which runs through Feb. 19-26. William Patrick Murphy, local district chairman and branch manager for Republic, presided.

Representing local exhibitors was Sam Rosen of Fabian Theatres.

Two 'U' Sales Meets

(Continued from page 1)

greatest number of exhibitors regardless of any past experience.

"Third, to indoctrinate everyone in Universal's sales department with the idea that this business will only prosper if both distributor and exhibitor get a square deal.

"Fourth, to do everything possible to stop lawsuits which are being unreasonably brought by exhibitors who could easily settle their differences if they could spend as much time consulting with film company representatives as they do with lawyers.

"Fifth, to impress upon all members of our sales organization that exhibitors should see films before they discuss them. It is becoming more and more important to realize that sales for any company's merchandise can not be fairly negotiated unless the customer shows enough interest to look at the film he is buying, so that after he does buy it, he will have some idea as to how to sell it to his patrons."

20th-Fox Parley

(Continued from page 1)

garg to showmanship activity on every level.

Those invited to the conference, to be held Jan. 25-27, will bring with them information and material of different kinds, so that those present may hear and comment on their individual promotional problems.

In addition, 20th Century-Fox will gather ideas and information to be incorporated into its campaigns for forthcoming product. Ideas which emanated from the July meeting of last year were said to have proved highly successful in fashioning campaigns for 1949 releases. Invited to the meeting are the following:

Invite Circuit Men

Gerry Atkins, Warner Circuit; Maurice Barr, Paramount Richards Theatres; Emil Bernstecker, Paramount Wilby; Al Boyd, Boyd Circuit; Ollie Brooks, Butterfield; Lou Brown, Loew's New England Theatres; Russ Brown, Hamrick-Evergreen; Harry Browning, New England Theatres; Miss H. Brunner, Fox Wisconsin.

Also, Everett Callow, Warner; Tom Cleary, Consolidated Theatres; Ken Collins, Monarch; Dorothy Day, Central States; Dave Edwards, Lawrence Theatres; Dan Finn, B. and O. Association; Joseph P. Finnernan, Syndicate Theatres; Lou Finske, Paramount Theatre; Jack Foxe, Loew's Capitol; Harry Freeman, Fox Theatre; Vic Gauntlett, Hamrick-Evergreen; Alice Gorham, United Detroit; Larry Grayborn, Odeon; Norris Hadaway, Carolina Theatre; Hank Hearn; Ken Hoel, Harris Amusement.

Independents Represented

Also, Ike Hoig, Ute Theatre; William Hollander, Balaban & Katz; J. C. Hunter, Talbot; Dave Idzal, Fox Theatre; H. E. Jameyson, Commonwealth; Bob Johnston, Fanchon and Marco; Norman Kassel, Esplaness; Hanns Kolmar, Fox West Coast; Senn Lawler, Fox Midwest; Paul Levi, American Theatres; Martin Theatres of Georgia; Ed Meade, Loew's; Morris Mechanic, New Theatre; Milton Mooney, Cooperative of Ohio; Seymour Morris, Schine; T. E. Mortensen, Greater Amusement.

Also, Jim Nairn, Famous Players Canadian; Seymour Peiser, Fox West Coast; Howard Pettingill, Florida State; Fay Reeder, Fox West Coast; Tom Reade, Lucas and Jenkins; Jim Redmond, Tri-States; Roger Rice, Video Theatres; Emmet Rogers, Tivoli Theatre; Jack Saef, Metropolitan Theatre; Alec Sayles, Fabian; Ev Seibel, Minnesota Amusement; Robert Selig, Fox Intermountain; James Sharkey, Cooperative of Michigan; Sonny Shepherd, Wometco; Harry Spiegel, Comerford; Frank Starz, Interstate; Knox Strachan, Warner; Bert Stern, Cooperative Service; Henry Strickelmaier, Great States; Charles Taylor, Buffalo Paramount; E. E. Whitaker, Georgia Theatres; Dan Wilkinson, Neighborhood Theatres; Ernie Emerling, Loew's; Al Florsheimer, Walter Reade, Harry Goldberg, Warner; Edgar Goth, Fabian; Harry Mandel, RKO; Nick Matsoukas and Spyros Skouras, Jr., Skouras; Joe Seider, Prudential; Myron Siegel, Century; Harold Rinzler, Emanuel Frisch and Irwin Gold, Randforce; Isabelle Austin, Roxy.

WB Decree

(Continued from page 1)

are jointly owned operations, some of which the company may acquire in whole by purchase of outside interests.

Warner's letter to stockholders confirms MOTION PICTURE DAILY's report of Jan. 6 that the Warner brothers, Harry, Jack and Al, have already given an option to Lehman Bros., New York investment firm, for the purchase of their one-fourth interest in the new Warner theatre company, when that stock is issued following divorce. The Warner brothers will have about 1,300,000 shares, estimated to be worth \$20,000,000.

Stockholders were advised that the option is for "a limited period of time to secure a satisfactory buyer for such proposed stock."

Trade observers believe that implies that Lehman Bros. were not acting for principals in obtaining the option on the Warners' theatre stock but, rather, are now seeking interested purchasers.

Warner states that in its current consent decree negotiations the company is asking that the new production-distribution company be permitted to own a limited number of "show-case" theatres after divorce. It confirms that present stockholders will be permitted to hold shares in both companies, with the sole exception of "officers and directors of the company." The Paramount consent decree does not permit that.

Stockholders are advised that their approval will be sought before the proposed reorganization of the company is undertaken.

At their Feb. 21 meeting the stockholders will vote on the reelection to the board of directors for two-year terms of Harry, Jack and Albert Warner, John E. Bierwirth, Waddill Catchings and Robert W. Perkins. Terms of other directors do not expire this year. The company states it knows of no other business to come before the meeting.

Introduce Mrs. Parker

Katharine Noel Parker, new director of the films and promotion division of the British Information Service here, was introduced to the industry on Friday at a reception given by the BIS. Mrs. Parker replaces Tom Hodge who will return to England.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

KEEP YOUR EYE ON...



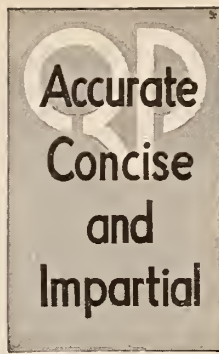
Damon Runyon's
"JOHNNY ONE-EYE"

Produced by Benedict Bogeaus
thru U.A.



DO NOT REMOVE

MOTION PICTURE DAILY



VOL. 67. NO. 11

NEW YORK, U.S.A., TUESDAY, JANUARY 17, 1950

TEN CENTS

Majors in Line For Theatre TV Hearings

Industry Organizations To Appear Before FCC

WASHINGTON, Jan. 16. — Paramount Television Productions, Inc., and Fabian Enterprises, Inc., have filed with the Federal Communications Commission a notice of their intention to testify at the proposed theatre television hearings.

Attorneys for 20th Century-Fox said their notice would be filed later this week. The Theatre Owners of America's television committee is expected to take up at its next meeting whether it is better for only the national TOA to testify and have the regional units and members file written statements, or whether all should actually appear at the hearings.

The Motion Picture Association of America and the Society of Television and Motion Picture Engineers are expected to testify. A meeting of the Society of Independent Motion Picture Producers may be called in Hollywood late this month to determine SIMPP's stand. Allied States Association will take the question up at its board meeting here next month.

Noonan Film Date Bill to Be Revived

ALBANY, N. Y., Jan. 16.—Assemblyman Leo P. Noonan, Cattaraugus County Republican, has indicated that he will introduce later in the present session of the New York State Legislature an amended version of last year's bill requiring all advertisements for films originally released more than one year previously to show the date of original release.

Film Lawyers Await Ascap-US Progress

Film company attorneys said here yesterday they might meet this week to consider the Ascap situation in the light of reports from Washington that Ascap and the government could wind up negotiations of an amended consent decree before the weekend. They said they are now awaiting word from Washington on the status of the negotiations.

Marshall to Outline Red Cross Campaign

As chairman of the motion picture division of the Red Cross appeal for 1950, Spyros P. Skouras, 20th-Fox president, will introduce the trade press editors and others to General George C. Marshall, president of the Red Cross, at a private dinner to be held at the Metropolitan Club this evening, prior to his leaving on a nationwide tour. He will make a short address and plans for the motion picture campaign will be outlined.

UA Will Close Down New Haven Office

HARTFORD, Jan. 16.—United Artists "very shortly" will close its New Haven exchange office and will divide the territory between the New York and Boston offices. The move is described as an economy measure. New Haven is said to be the "least lucrative" of the exchanges.

It is understood that personnel at the New Haven exchange will be absorbed by the two other offices.

Indianapolis Houses Start Price Raises

INDIANAPOLIS, Jan. 16.—A move to raise top admission prices at de luxe neighborhood theatres here is under way. The Vogue, operated by Carl Niesse, tilted its scale from 40 to 50 cents during the holidays and found the public acquiescent. As a result,

(Continued on page 5)

32 to Aid in Promotion Of 'Brotherhood Week'

Acceptance of 32 to serve as regional chairmen of the publicity committee for "Brotherhood Week," Feb. 19-26, was announced here yesterday by Max E. Youngstein, national chairman of the advertising-publicity committee.

This is the first time since the founding of Brotherhood Week that such a committee has been appointed.

The function of the committee will be to follow through on the campaign set by the national office, as well as to create their own ideas in their respective areas. The national committee will consist of the following chair-

(Continued on page 5)

N. Y. First Run Income is Mild; Holdovers Shifting

New films in town are bringing in average returns, while many of the principal holdovers are now suffering from box-office fatigue, all of which adds up to a mild week for the New York first-runs.

"Whirlwind," with the Copacabana revue and Andy Russell on stage, drew about \$42,000 Friday through Sunday, indicating approximately \$65,000 for a modest first week at the Roxy. "South Sea Island" might do about \$15,000 in an initial week at the Criterion, which is fair business. At the Globe, "Red Light" might hit \$15,000 in a mild first week; all three will continue.

"Sands of Iwo Jima" is holding to a splendid pace at the Mayfair, where an estimated \$40,000 is in view for the third week. "Thelma Jordan" bows in at the Paramount tomorrow, re-

(Continued on page 5)

Livingston Is U-I's Rank Films Ad Chief

Jeff Livingston has been promoted to Universal-International executive in charge of advertising-publicity for J. Arthur Rank product, by David A. Lipton, U-I director of advertising-publicity. This is in line with special handling activity designed to parallel and implement the plan for intensification of sales and distribution of Rank films announced last week by U-I distribution vice-president William A. Scully.

Livingston will handle Rank films released through U-I's regular sales channels as well as those channeled through U-I's Prestige Pictures sales unit.

Wellman's 5 Houses Give Myer Fine 27

CLEVELAND, Jan. 16.—Myer Fine, president of the Associated Circuit, has added five more theatres, bringing his total to 27 in the Cleveland area. The five, leased from Peter Wellman, circuit owner of Girard, Ohio, are the Belmont and Newport in Youngstown and the Northside, Southside and Westside drive-ins in the Youngstown area. Wellman retains the Wellman and New Mock theatres in Girard; Mahoning, Uptown, Home and Fox in Youngstown, an interest in the Family, Steubenville.

Will Plug Bid 'Leaks' Under Industry Code

TOA to Examine SCTOA Charge for Guidance

Proposals designed to circumvent alleged "unfair and impossible" competition in the practice of competitive bidding, particularly with reference to bidding information "leaks," will be offered in the fair trade practices code being drafted by the Theatre Owners of America, it was learned here yesterday following the return of delegates who attended last week's TOA officers and directors meeting in Washington.

First indication of "leaks" was made in last November in a complaint from TOA affiliate Southern California Theatre Owners Association. It was charged that stock ownership in certain theatres held by some persons holding key positions in a number of Los Angeles exchanges enabled them to create "unfair and impossible" competition by giving them access to

(Continued on page 5)

38, Increase of 6, From Mono. in 1950

Monogram expects to deliver 38 pictures this year, 12 of them Westerns, marking an increase of six over the previous year, company president Steve Broidy said here yesterday on his arrival from Hollywood.

Broidy reiterated that higher quality second features may be the answer to many exhibitors' problems. He said that Monogram "intends to make

(Continued on page 4)

MPEA Meets Today On British Accord

Preliminary arrangements for re-opening the Anglo-American films agreement are expected to be mapped at a meeting of the Motion Picture Export Association beginning at 10:30 A.M. here today. Eric A. Johnston, MPEA president, arrived here from Washington last night to attend the conclave with film company presidents and foreign department heads.

Southeastern Buys New Orleans Delta Theatre Supply Co.

ATLANTA, Jan. 16.—Purchase of the Delta Theatre Supply Co., New Orleans, has been announced by J. B. Dumestre, president and general manager of Southeastern Theatre Equipment Co., thus creating the company's fourth branch. Other branches are at Atlanta, Charlotte and Jacksonville. W. H. Murphy, former branch manager at Jacksonville, will be transferred to New Orleans, Dumestre said.

Letters Ask 'Treason' Showing in Chicago

CHICAGO, Jan. 16.—Numerous letters are pouring in daily at the Eagle-Lion exchange here requesting an early showing of "Guilty of Treason," Harry Goldman, branch manager, reports. The letters are coming from individuals rather than from church groups, Goldman says, adding that the barrage is especially surprising in that the film, based on the Cardinal Mindszenty trial, has received little publicity in local papers.

Senator Urges Color TV

WASHINGTON, Jan. 16.—Senate Commerce Committee chairman Johnson (D., Colo.) has said he hoped the Federal Communications Commission would soon decide the nation is now ready for color television. The FCC should also approve standards for the immediate use of the ultra high frequency band "so that a realistic nation-wide competitive system of television may be developed," he said.

Doubt Permit Revocation

BOSTON, Jan. 16.—Mayor Hynes has admitted that drive-in licenses granted by ex-Mayor Curley despite protests by clergy, residents and civic organizations might stand, as the Board of Censorship, which met Friday on the question, cannot revoke licenses unless there is evidence that immoral practices are permitted on the premises.

Orders \$4,100 Damages

HARTFORD, Jan. 16.—Judge J. Joseph Smith in U. S. District Court, Hartford, has ordered the Daly Realty Co. to pay \$4,100, plus interest, to Berk and Krungold, of New York, which claimed that the local company broke agreements for the leases of the Daly Theatre, Hartford, and the Plainfield Theatre, Plainfield, Conn.

Correction

The New York Roxy Theatre will be closed during the day on Thursday, Jan. 26, preparatory to the premiere of "Twelve O'Clock High" that evening, and not on Thursday, Jan. 19, as inadvertently stated here yesterday.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Personal Mention

JOSEPH FRIEDMAN, managing director of Columbia British Productions, is due to arrive here today from London on the S. S. *Mauretania*.

JOSEPH KAUFMAN, independent producer who plans to make a number of films abroad, and MRS. KAUFMAN, will sail today for Europe on the S. S. *America*.

MAX SHULGOLD, head of Crown Film Co., Pittsburgh, and WALT LAMBADER of United Film Exchange, Kansas City, were in New York last week.

GLORIA GAMZON of Theatre Owners of America's New York office staff, will be married on March 12 to JULIAN EDWARD SCHIFF.

NUNNALLY JOHNSON, 20th Century-Fox producer, and JEAN NEGULESCO, director, will leave here on Feb. 1 for England.

BERNARD E. ZEEMAN, Columbia International's assistant treasurer, and MRS. ZEEMAN, will celebrate their 25th wedding anniversary today.

LOUIS ASTOR, Columbia circuit sales executive, left here at the weekend for a three-week tour of Far Western exchanges.

RICHARD FROHLICH, member of the Ascapi home office staff and a son of film attorney LOUIS FROHLICH, is at the Lenox Hill Hospital here.

MRS. HENRY LAZARUS, operator of a New Orleans circuit of suburban theatres, has returned to that city from New York.

ALBERT LEWIN, M-G-M production executive, is in New York from the Coast.

FRANK PHELPS, Warner Theatres executive, left here yesterday for Washington and Philadelphia.

D. A. DORAN, Paramount studio executive, has delayed his Hollywood-to-New York trip until next week.

RUBE JACKTER, Columbia assistant sales manager, left here yesterday on a week's visit to Midwest branches.

MARVIN H. SCHENCK, Loew vice-president, has arrived in Hollywood from New York.

Farnol on Committee

Lynn Farnol of Samuel Goldwyn Productions and Helen Littauer of McFadden Publications are co-chairmen of the publicity committee for the 1950 campaign to raise \$500,000 for the Wiltwyck School for Boys. Executive chairman is Harry Brandt.

To Supervise Drive-ins

Paul Peterson, formerly manager of Walter Reade Theatres drive-ins at Trenton and Woodbridge, N. J., has been appointed supervisor of the company's drive-in operations, working under the supervision of Nick Schermerhorn, general manager.

ROY DISNEY, president of Walt Disney Productions, is in New York from the Coast.

ALBERT J. CLARKE, manager of the Majestic Theatre in Providence, R. I., has been elected to the board of directors of the local Retail Trade Board of the Chamber of Commerce.

ARTHUR W. KELLY, United Artists' executive vice-president, returned to his office here yesterday from a combined business and vacation trip to Mexico City.

OSCAR NEU, head of Neumade Products, held a housewarming last weekend in his new McGraw-Hill Building offices here.

J. A. TANNEY, president of S.O.S. Cinema Supply Corp., and MRS. TANNEY, flew to Florida from New York over the weekend.

ABE DICKSTEIN, United Artists' New York branch manager, has left here for a business trip to Albany and Oneida, N. Y.

SAM FORGOTSON of M-G-M's home office advertising production department, returned here yesterday from a vacation.

S. ALEXANDER MACKAY has been appointed a director of Associated Screen News, Toronto.

J. ARTHUR RANK will visit Toronto late this spring to attend an international Sunday School conference.

EARL HARTZOG, Warner salesman in Memphis, is vacationing in Havana.

C. J. FELDMAN, Universal-International Eastern sales manager, is in Detroit from New York.

LAWRENCE GREEN, film attorney, has left here for fishing off the Florida Keys.

NAT LIEBESKIND is in Havana from New York in connection with a theatre he plans there.

RUSSELL HOLMAN, Paramount Eastern production executive, has returned here from the Coast.

ETHEL BARRYMORE will arrive here from the Coast tomorrow.

Saxon Named Editor

Charles Saxon, director of special projects for Dell Publishing Co., will become editor of Dell's *Modern Screen* magazine succeeding William Hartley, effective immediately. Hartley has resigned to resume free-lance magazine writing.

Hoffman Joins B. & Q.

HARTFORD, Jan. 12.—Max Hoffman, formerly with the Warner Theatres' New England Zone as film booker, has joined the B & Q Theatres Circuit executive staff at Boston. Hoffman previously was associated with Warners for 19 years.

N. Y. Bookers Induct Officers

Fred Schwartz, vice-president of Century Circuit, was toastmaster at the 11th annual installation of officers of New York's Motion Picture Bookers Club at the Tavern on the Green here last night. (Left) Fried was chairman of the arrangements committee. New president of the organization, as previously reported, is Harry Margolis, head booker at the M-G-M exchange.

Lopert Would Sue in Ohio Censor Dispute

Lopert Films reports it is prepared to take legal action if necessary against the Ohio State Censors' cutting of the Hungarian film, "It Happened in Europe." The company added, however, that it hopes that protests by the National Council on Freedom From Censorship and the American Civil Liberties Union will effect a settlement of the dispute.

Lopez in Mexican Post

MEXICO CITY, Jan. 16.—President Miguel Aleman has appointed J. J. Castillo Lopez director-general of film industry, under the President's film law that has just been enacted. Lopez was chairman of the National Cinematographic Commission which was ended by the new law.

Single Bills in Columbus

COLUMBUS, O., Jan. 16.—Single bills are staging a comeback here. Every program at Loew's Ohio since Christmas has been a single bill. Loew's Broad, RKO's Grand and the World also have booked singles.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER
"ON THE TOWN"
JULES MUNSHIN - VERA ELLEN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

Coch B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
HERY LAMAR - VICTOR MATURE - GEORGE SANDERS
ANGELA LANSBURY - HENRY WILCOX
PARAMOUNT RIVOLI
PARAMOUNT ONLY
RUSS CASE & ORCH.

"Sands of Iwo Jima"
Starring JOHN WAYNE
A Republic Picture
BRANDT'S MAYFAIR 7th AVE. & 47th St.

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THAT *NEW* GOLDWYN "GREAT"

Starts At

RADIO CITY MUSIC HALL

January 19th

SAMUEL GOLDWYN

presents

DANA ANDREWS
SUSAN HAYWARD

in

"MY FOOLISH
HEART"

with

ROBERT KEITH · KENT SMITH · LOIS WHEELER
JESSIE ROYCE LANDIS · GIGI PERREAU

Directed by MARK ROBSON · Screen Play by
JULIUS J. EPSTEIN · PHILIP G. EPSTEIN

Director of Photography: LEE GARMES, A.S.C.

Distributed by RKO RADIO PICTURES, INC.

Meanwhile at NEW ORLEANS... Third Record Week exceeds normal first week's business... Season's best business in MIAMI at the Paramount, Beach and Sheridan Theatres.

"The same artistry and craftsmanship which made 'THE BEST YEARS OF OUR LIVES' one of the decade's outstanding hits!"—*Boxoffice*

41 US Films In Germany

By H. ZU LOEWENSTEIN

BERLIN, Jan. 13 (By Airmail).—Forty-one new American features were shown in Germany during the last half of 1949, divided as follows: 20th Century-Fox, Warner Brothers, Universal-International, seven each; Columbia and M-G-M, five each; Paramount and RKO Radio, four each; Allied Artists and Republic, one each. Seven of the 41 pictures were in color.

German producers make no secret of the fact that they would like to see some kind of quota system regulating the import of films in a manner similar to the one now practiced in England and France. However, High Commissioner John McCloy has declared that no such arrangement will be tolerated for Western Germany.

With 5,800 motion picture theatres again in operation, Germany becomes the third largest film exhibitor in Europe. It is superseded only by Italy, with 8,000 houses, and Russia, with 25,000.

38 From Monogram

(Continued from page 1)

the investment that is a prerequisite to finer second features."

Asserting that exhibitors are entitled to every consideration possible, consistent with good business practices, Broidy said it would be foolish to ask them for more money for the same grade of pictures. "The answer is better pictures," he said emphatically.

Broidy, accompanied by Harold Mirisch, vice-president, is here to line up release of "Blue Grass of Kentucky" and "Young Daniel Boone," both films marking the first Cinecolor pictures which the company has made.

The company's joint production deal with Associated British Pathe is expected to get underway shortly, he said. Two screenplays, "The Highwayman" and "The Bishop's Mantle," are now in preparation, Broidy revealed.

Review

"Blue Grass of Kentucky"

(Monogram)

Hollywood, Jan. 16

HERE is a horse-racing picture to make exhibitors forget any recent unhappy experience they have had with turf stories and completely overhaul any negative notions concerning the breed they may have acquired. There may have been another race-course picture some time as valid, authentic and wholesomely satisfying as this one, but memory has to work at digging it up. Here, expertly done in sparkling Cinecolor, is a story of horses and horse people that is as fresh, sweet and stimulating as a breath of new-mown hay, and your audience need not be addicts of the thoroughbred to relish it as a welcome break in the humdrum of nose finishes and stable shennanagins. It rates preferred playing time in single-bill territory and can be counted on to carry the sorriest "A" picture it may be coupled with where dual programming is fixed policy.

The top names in the cast are Bill Williams, Jane Nigh and Ralph Morgan, none of them marquee dynamite, but the picture is perhaps the stronger and sounder because its story is not strangled or slanted to suit a player's personality or style. It is told straightaway, with the emphasis falling where it properly should, and it makes its points strictly on the merits of plausible cause and logical effect. It was written directly for the screen by W. Scott Darling, who knows his horses better than most people know their children, and it follows no familiar formula for any single step of its way.

The scene is, of course, Kentucky, where Morgan and his son, Williams, operate a minor racing stable located adjacently to the major plant owned by millionaire Russell Hicks and his daughter, Miss Nigh. The latter has been in love with William since childhood, as he has with her, but the difference in their economic station has delayed their inevitable betrothal. When a stakes-winning mare owned by Morgan is denied the service of a famous stallion owned by Hicks, Miss Nigh manages a clandestine mating of the animals, without knowledge of either owner, and it is around the colt born of this union, named Blue Grass, that the remainder of the story is centered. The details of this story are not for synopsis, but for experiencing directly from the screen.

Jeffrey Bernerd, whose "Black Gold" was quite a horse picture in its time, makes his past production undertakings seem like crude beginnings alongside this offering. And William Baudine, who has been occupying himself with whisking through a great number of very brief shooting schedules in recent years, here gives impressive proof that a veteran never loses his skilled touch, but only whets it on the years to keener edge.

Running time, 72 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

Re-Birth of Foundation Seen Up to COMPO, Pioneers

The Motion Picture Foundation, all-industry philanthropic organization which was formed about three years ago but which, during the past year-and-a-half, has been dormant, is likely to reappear eventually on the industry scene out of the work of the newly-

established Council of Motion Picture Organizations or, in part, at least, through the project under study by the Motion Picture Pioneers.

Inquiries made yesterday of former MPF leaders as to whether any consideration has been given lately to MPF activity by them met with negative replies, but it was emphasized that while the Foundation may not have been figuring in industry "th'inking," there is still alive the "hope" that the philanthropic organization will be reactivated.

It was after the establishment of a management structure and an operational and financial plan that the MPF was forced to retire from the industry scene. Responsible for that retirement were the "uncertainties" that prevailed regarding the future structure of the industry itself pending final and complete settlement of each and every aspect of the industry anti-trust suit. The MPF, it was decided, would have to await that settlement since Foundation financing, which was to be proportionally distributed, could not be allocated.

The possibility that COMPO would figure in any reactivation of the Foundation lies in the fact that the new organization, a permanent setup, is composed of all industry elements that had fostered the MPF and they might instigate its independent revival if not sponsor it themselves.

Salt Lake Industry Names Kostopulos For Annual Award

SALT LAKE CITY, Jan. 16.—Dan Kostopulos, manager of the Broadway Theatre, a second-run house here, will receive the first annual award of a "Showmanship of the Year" plaque to be presented by representatives of the film industry in the Salt Lake exchange area at all-day festivities to be held on Wednesday.

The event will be held at the Motion Picture Club's headquarters in the Hotel Utah, with Henry Ungerleider, chairman of the committee on selection, making the formal presentation. Mark E. Petersen, of the Mormon Church Council of 12, will be the principal speaker.

At another event, independent theatre men of the area will meet to formulate a plan for the region's participation in the nation-wide move for repeal of the Federal admission tax.

Kostopulos arrived in Salt Lake from his native Greece more than 20 years ago, broke and without a job. Since then he has acquired a theatre and at Thanksgiving and Christmas admits children without charge to his theatre and distributes baskets of food to the needy.

Advertisement Wins W.B. Sunday License

BOSTON, Jan. 16.—A license to operate Warner's Port Theatre at Newburyport, Mass., on Sundays has been granted by Mayor Andrew J. Gillis, who had previously singled out the Warner house in refusing such a license. As a condition for the permission, Warner had to advertise in the local newspaper that at no time did Gillis bring political or other pressure to bear upon the company.

Gillis had previously stated that he denied the license because of an old grudge against Warner, dating back eight years when the company changed projectionists at another Newburyport theatre and a friend of the Mayor lost his job.

Honor Two Warners

LOS ANGELES, Jan. 16.—Harry M. Warner, president, and Jack L. Warner, production head of Warner Brothers, will be honored with the Judge Harry A. Holizer Memorial Award at a luncheon next Sunday at the Ambassador Hotel here. They will receive the award from the Los Angeles Jewish Community Council at its 16th annual meeting, for "outstanding service in fostering goodwill and understanding among religious and racial groups in Los Angeles."

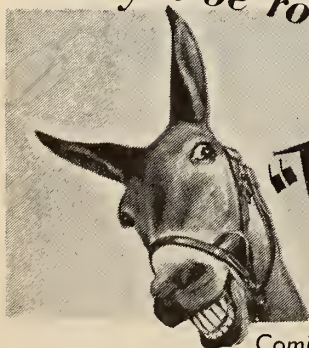
After the first
five minutes
of this picture
no one will
be seated....

they'll be rolling in the aisles!!



"Francis"

Coming from UNIVERSAL-INTERNATIONAL



**BANKING FOR THE
MOTION PICTURE
INDUSTRY**

**BANKERS TRUST
COMPANY**
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Cleveland MPEA Elects Today; See Schwartz Retained

CLEVELAND, Jan. 16.—The local Motion Picture Exhibitors Association will hold its annual meeting to elect officers tomorrow in the association's assembly room. A buffet luncheon for members, at which speakers will include Mayor Thomas A. Burke, councilmen and several judges, will precede the business meeting. Ernest Schwartz, president for the past 16 years, is expected to be reelected.

Corey Promotes 'Thelma'

With plans underway to fly Wendell Corey to England for the London opening of Hal Wallis' "Thelma Jordan" next month, the actor has embarked on a heavy schedule of New York television, radio and press interviews and personal appearances. He will attend the New York opening of the picture at the Paramount Theatre here tomorrow and thereafter will visit other key cities.

New House for Chicago

CHICAGO, Jan. 16.—Opening of the new Stony Theatre here marked the first new Southside Theatre in nearly a decade. The single floor house, seating 900, is under operation of George Gollos and Saul Lockwood and was constructed at a reported cost of \$250,000. First and second-run double features will be the policy.

Hazardous Profession

MILWAUKEE, Jan. 16.—Henry Kratz broke his leg while chasing two children who were trying to sneak into the Riverside Theatre where he is assistant manager. He is back at work, although his knee has yet to be completely mended.

'Brotherhood'

(Continued from page 1)

men:
Albany, Saul J. Ulman; Atlanta, Boyd Frye; Boston, Paul Levi; Buffalo, William Brereton; Charlotte, Everett Olsen; Chicago, Bill Hollander; Cincinnati, Nate Wise; Cleveland, Ted Barker; Dallas, Frank Sterz; Denver, William Hastings; Des Moines, Russ Fraser; Detroit, Mrs. Alice N. Gorham; Hollywood, Arch Reeve.
Also, Indianapolis, Ken Collins; Kansas City, M. D. Cohn; Los Angeles, Thornton Sargent; Memphis, Ben Bluestein; Milwaukee, Hortense Brunner; Minneapolis, E. R. Ruben; New Haven, John Hesse; New Orleans, Maurice F. Barr; New York, Harry Mandel; Oklahoma City, M. D. Brazee; Omaha, William Miskell; Philadelphia, Everett Callow; Pittsburgh, Henry Burger; Portland, Ore., Jack Matlack; St. Louis, Robert Johnston; Salt Lake City, Charles Pincus; San Francisco, Fay Reeder; Seattle, Zollic M. Volchok; Washington, Frank LaFalce.

Start Price Raise

(Continued from page 1)

the Uptown, a northside competitor operated by Amusement Enterprises, followed suit Sunday and Manny Marcus's Zaring is ready to make the change. The up-grading began when the new Arlington, first neighborhood theatre built here in 10 years, opened last fall with a 50-cent top.

Help make Better Americans—Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

Reviews

"Bells of Coronado"

(Republic)
URANIUM ore is now presumed to be of greater interest than cattle rustling so Roy Rogers and his faithful Trigger here figure in an action-packed Trucolor adventure in which he is pitted against traitors who are stealing the ore and smuggling it to a foreign power.
Appointed by an insurance company to solve the disappearance of large quantities of ore, Rogers suspects foul play in the death of the uranium mine owner. After the shooting is over it appears that the town doctor was the head of the smuggling ring and the stolen mineral is recovered just as it is being placed aboard a plane piloted by two foreign agents.
There is a welcome change of pace in the singing by Rogers, Dale Evans and the Riders of the Purple Sage. Supporting roles are handled by Pat Brady, Grant Withers and Leo Cleary, among others. William Witney directed from a screenplay by Sloan Nibley. Edward J. White was associate producer.
Running time, 67 minutes. General audience classification. Release date, Jan. 8.

"The Titan—Story of Michelangelo"

(Michelangelo Co.)
A FINE opportunity to observe the creative works of Michelangelo and learn something about the life of the colorful Renaissance master is offered in this 70-minute documentary drama. The film has the added promotional value of being sponsored by famed documentary-maker Robert J. Flaherty, in association with Robert Snyder and Ralph Alswang.
The documentary, which was made by Pandora Films of Zurich, Switzerland, uses the cinema technique of passing in review the canvasses, sculpture, and architectural works of the artist, while a descriptive narrative, voiced by actor Fredric March, fills in the details of Michelangelo's life. The commentary also recreates the historical ferment of his time. Many of the artist's works are seen for the first time on film through the Vatican's co-operation.
The film seems best designed for selective audiences as well as school, church and art groups. Its makers deserve unqualified praise for bringing to the motion picture a view of great art treasures. Snyder produced, Richard Lyford directed and edited, and Norman Borisoff wrote the narrative.
Running time, 70 minutes. General audience classification. January release.
MANDEL HERBSTMAN

NY 1st-Run Income

(Continued from page 1)

placing "Samson and Delilah," which figures to wind up a good fourth and final week with \$73,000. At the other end of the two-theatre engagement, "Samson" has about \$33,000 in view for the fourth week at the Rivoli and continues there indefinitely at the same advanced admission scale.
"On the Town" with a stage presentation at the Music Hall drew about \$69,000 Thursday through Sunday and on that basis promises to conclude its sixth and final week with an estimated gross of \$100,000, which is fair enough in view of the long run. "My Foolish Heart" is next at the Hall coming in Thursday. "Adam's Rib" with Eddy Duchin and the De Marcos on stage finished a fair fourth week at \$53,300 at the Capitol, and is staying four extra days, with "Ambush" and the Ink Spots due in tomorrow.

The third week of "Inspector General" with Vaughn Monroe on stage should gross about \$38,000 at the Strand, which is fairly good business, and will be replaced on Friday by "The Hasty Heart." "East Side, West Side" is faltering at Loew's State, where only \$13,000 is likely for a fourth week.

Doing superb business for a 453-seat house, "Tight Little Island," which has been reaping drama-page plaudits galore since it opened at the Trans-Lux, wound up a third week with about \$12,000 in the till. Still plenty strong, "Battleground" probably will provide the Astor with close to \$26,000 in a 10th week. "The Fallen Idol" should reach about \$7,800 in a fairly good ninth week at the Sutton. At the Victoria, "All the King's Men" is holding up fairly well, with \$15,000 indicated for the 10th week. "The Red Shoes" at the Bijou continues the best long-range performer

with a good 65th week's gross of \$8,800 apparent.

Act on Taxes, 'Brotherhood'

BUFFALO, Jan. 16.—Plans were formulated for the Buffalo industry's cooperation in "Brotherhood Week" at a meeting here in the 20th Century-Fox exchange.
Following the "Brotherhood" meeting, Dave Miller, U-I, local co-chairman of the Council of Motion Picture Organizations, took over and a discussion of plans to aid the fight for repeal of the Federal admission tax took place. All Congressmen from this area have been contacted and it is understood that most of them have signified their willingness to help.

Plug Bid 'Leaks'

(Continued from page 1)

bids offered by the opposition before they enter bids from their own houses.
Prior to last week's Washington meeting TOA accepted the responsibility of looking into the problem. It was expected to come up for discussion at the meeting of officers and directors, but because the meeting agenda was already overcrowded Sherill Corwin of SCTOA refrained from pressing for a discussion. Meanwhile, however, the trade practices code committee, headed by Walter Reade, Jr., is scheduled to examine the original allegation with a view to incorporating in the proposed code provisions which would make any such "leaks" relatively impossible.

Dear Ruth...
that wonderful girl and her whole wacky family will be with you soon again in

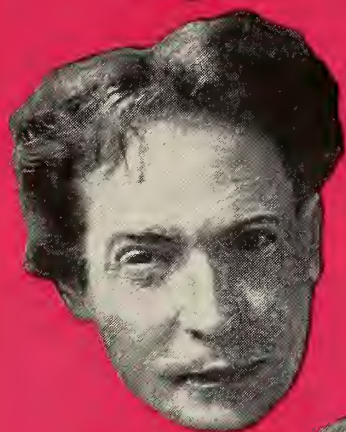


"Dear Wife"

Paramount's New Comedy with all the "Dear Ruth" stars...
AND THE SAME TERRIFIC BOXOFFICE APPEAL!

*You've Never Played
Like It!...New, Different
BOXOFFICE!*

Paris... **AS YOU'VE NEVER**



Charles
LAUGHTON
in

*Filmed in
ANSCO COLOR*

THE MAN ON

Produced by IRVING ALLEN • Directed by

Picture

completely unusual, utterly fascinating.
Sinister crime, spellbinding mystery,
most hair-raising manhunt on
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SEE IT BEFORE!!!



A & T FILM PRODUCTIONS, INC. presents

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THE EIFFEL TOWER

An IRVING ALLEN-FRANCHOT TONE Production

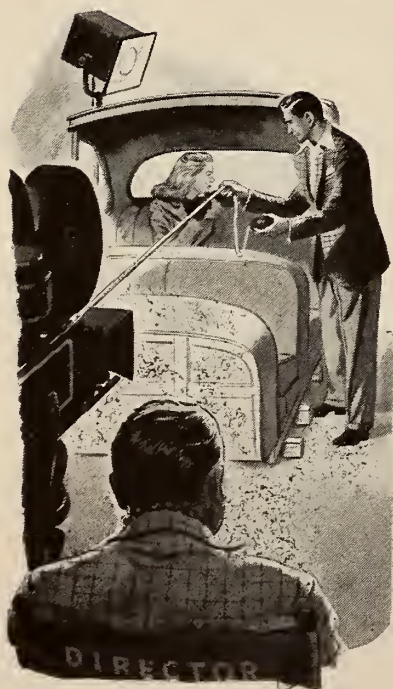
ing Jean **WALLACE** • Patricia **ROC** and **BELITA**

from the Novel "A Battle of Nerves" by GEORGES SIMENON

GESS MEREDITH • Screen Play by HARRY BROWN • Distributed by RKO Radio Pictures



He makes the camera concentrate on her...



NOT by chance is this escaping beauty the center of attention!

Before the scene was shot, the assistant cameraman made very sure she would be. He kept background and foreground from stealing her scene . . . made the camera concentrate on her and her alone.

In achieving such exact focus . . . in attending to many another detail vital to the camera's operation . . . the assistant

cameraman exercises a high degree of skill and displays an infinite capacity for taking pains.

Yet for a true reflection of his skilled, painstaking contribution to the picture, he must depend upon superior film, perfectly adapted to the job. This is why he welcomes working with one of the famous family of Eastman motion picture films . . . as he so often does.

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VOL. 67. NO. 12

NEW YORK, U. S. A., WEDNESDAY, JANUARY 18, 1950

TEN CENTS

'Curley' Case To Be Taken To High Court

Industry Will Press Its Test of Censorship

The industry will press its test of the constitutionality of film censorship with an appeal to the United States Supreme Court from the decision of the Tennessee Supreme Court in the "Curley" case, it was disclosed here yesterday by Eric Johnston, president of the Motion Picture Association of America, and Edward C. Raftery, counsel for United Artists, distributor of the picture.

The Memphis censor board banned "Curley," produced by Hal Roach Studios, because the

(Continued on page 6)

20th to Withdraw Telecast Bids; Prefers Theatre TV

WASHINGTON, Jan. 17.—Within the next few days, 20th Century-Fox will ask the Federal Communications Commission to dismiss without prejudice all five of the company's pending applications for television broadcast stations.

It will tell the Commission that for the time being it wants to get out of the television broadcast field so that it can concentrate on theatre television experimentation.

The company has applied for sta-

(Continued on page 6)

Walsh Instructs 'IA' Locals on Tax Drive

Full strength of IATSE's nearly 1,000 locals will be thrown into the industry's drive for relief from the Federal admission tax, according to Richard Walsh, international president, who has urged the locals by letter to work closely with the exhibitor, distributor and producer committees in their various areas.

"Through these local committees," Walsh said, "you will be notified when the strategic time arrives to take action both individually and as an 'IA' local."

Rogell Named RKO Studio Head; Youngman Advanced

HOLLYWOOD, Jan. 17.—Sid Rogell, executive producer of RKO, was appointed chief studio executive today by Howard Hughes, managing director of production.



Sid Rogell

Hughes also announced the appointment of Gordon Youngman, RKO vice-president and general counsel, to the additional post of vice-president in charge of studio commitments, and the appointment of Bicknell Lockhart as vice-president and general manager of RKO Studios.

The appointments make Rogell chief

(Continued on page 6)

\$70,000 'Hamlet' Take at RKO Houses

"Hamlet" grossed an estimated \$70,000 on its Monday opening at the 32 RKO houses in the New York area where it has been booked on a three-day run, according to reliable sources here. The admission scale was advanced, children's and students' tickets being priced at 50 cents with adults charged 90 cents on matinees and \$1.20 evenings. All seats are unreserved and performances are continuous.

CEA URGES 25% U. K. QUOTA; PLANT REPORT IS ATTACKED

LONDON, Jan. 17.—Asserting that the recent report of the government-appointed Plant committee exposes the evil of maintaining too high a film quota, the Cinematograph Exhibitors Association today urged the president of the Board of Trade to set a maximum quota of 25 per cent for 1950-51.

The CEA brief commenting on the Plant committee's report on the state of the British industry also urged the Board of Trade to set a target of 36 good quality British films annually and was sharply critical of the committee's trade practice recommendations, including the establishment of competitive bidding, introduction of pre-release runs in the main provin-

(Continued on page 6)

Marshall Asks Aid For Red Cross Drive At Industry Dinner

The need for industry cooperation in the March campaign of the American Red Cross for its \$67,000,000 goal was explained by Gen. George C. Marshall, president of the Red Cross at a dinner at the Metropolitan Club here last night.

Spyros P. Skouras, president of 20th Century-Fox and chairman of the motion picture division of the drive, presided. Eric Johnston, president of the Motion Picture Association of America, introduced Gen. Marshall.

Others on the dais included James F. Byrnes, Kenneth Royall, Ned E. Depinet, Si Fabian, Herman Robbins, Francis Harmon, Maurice Silverstone, Otto Kogler, Leo Brecher, William Heineman, Sol Schwartz, Gen. Donald Swatland of the Red Cross and other officials of that organization.

Irwin Named Canada Film Board Head

OTTAWA, Jan. 17.—Arthur W. Irwin, former editor of *McLean's Magazine*, will take over as Canadian Government film commissioner and head of the National Film Board on Feb. 1.

He succeeds Ross McLean, who will leave for Paris late in February to become United Nations Film Board director, under UNESCO.

Aim for a Million Anti-tax Signatures

MEMPHIS, Jan. 17.—A combined exhibitor-distributor drive to get 1,000,000 theatre patrons in the Memphis territory to sign petitions asking for repeal of the 20 per cent Federal tax on admissions at the present session of Congress has been launched here.

M. A. Lightman, Jr., is exhibitor chairman of the campaign, and Ed Williamson, Warner branch manager and chief Barker of Memphis Variety,

(Continued on page 6)

RKO Proposes Exhibitors

Pay for Music

Suggests Rates Be Placed Under Control of Court

Continuance of Ascaph in the theatre-collection field or creation of a similar "central agency," but in any case with exhibitors to resume payments for the public performance of music, has been advocated by RKO Radio.

RKO Radio is said to feel that the entire music clearance issue would be simplified and confusion averted if Ascaph or a successor were allowed to collect from theatres at rates subject to the approval of U. S. District Court.

The company, presumably as a

(Continued on page 6)

COMPO Tax Group Maps Industry's 'Greatest' Drive

WASHINGTON, Jan. 17.—The industry will make the most highly organized all-inclusive campaign in its history to enlist public support for repeal of the Federal admissions tax, Abram F. Myers, chairman of the tax committee of the Council of Motion Picture Organizations, said after a committee meeting here today.

The campaign will include an attempt to get signatures on

(Continued on page 6)

Patrons to Benefit By Excise Tax Cut

Washington, Jan. 17.—Allied Independent Theatre Owners of Iowa and Nebraska has met with affiliated circuit heads in its area and passed a resolution promising to pass the benefits of any excise tax reduction to the customers.

COMPO tax committee chairman Abram F. Myers said this was the first instance he knew of any group doing this, and that he believed it would be a good thing if other exhibitor organizations followed suit.

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COAST-TO-COAST
BROADCAST
SUNDAY, JANUARY 8th

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Top
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THRILLING MOVING PICTURE
IN YEARS! ORIGINAL STORY
WAS WRITTEN IN BLOOD BY
THE GLORIOUS UNITED STATES
MARINES! MORE ACTION THAN
TALK FROM THE FIRST BULLET!
A POSITIVELY MUST SEE!"



HERBERT J.
SANDS OF IWO JIMA
JOHN WAYNE

starring

with WALLY CASSELL • JAMES BROWN • RICHARD WEBB • ARTHUR FR
Screen Play by Harry Brown and James Edward Grant • Story by Harry Brown



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WINCHELL

IN HIS SYNDICATED DAILY COLUMN

**"IWO JIMA CAPTURES THE
LIP-TIGHTENING REALISM
OF THE GLORIOUS MARINES!
JOHN WAYNE MUST BE
EVERYBODY'S IDEA OF A GOOD
ACTOR! HE'S IMMENSE IN
IWO JIMA THE BEST OF THE
WAR PICTURES!"**

ES presents

IWO JIMA

WAYNE

co-starring **JOHN AGAR**
Adele Mara • Forrest Tucker

Julie Bishop • James Holden • Peter Coe • Richard Jaeckel
by **ALLAN DWAN** • Story • Producer **EDMUND GRAINGER**



**BREAKING
15 YEAR
BOX-OFFICE
RECORDS
Everywhere!**

A REPUBLIC PICTURE

Honor Edward Fay On 75th Birthday

Edward M. Fay, of Providence, dean of Rhode Island theatremen, was presented with a solid silver tray at a party celebrating his 75th birthday and the silver anniversary of his association with M. E. Comerford Theatres. At the dual celebration, held in the Hotel Commodore, New York, Eddie Dowling, executives from 20th Century-Fox, Paramount, RKO, Comerford and other companies were present, along with scores of other friends of Fay.

Name Tax Committee In New Orleans Area

NEW ORLEANS, Jan. 17.—Exhibitors and distributors of the New Orleans area, at a preliminary meeting in the Paramount screening room, elected C. J. Briant as local chairman of the joint committee for repeal of the Federal amusement tax. Others named were L. C. Montgomery, general chairman, and Maurice Artigues, secretary. M. A. Connett of the Mississippi Theatre Owners will also serve on the committee.

Tax Campaign

(Continued from page 1)

petitions to Congressmen, in addition to using lobby displays and trailers and enlisting support of newspapers and radio broadcasters.

Letters have already been sent out to all exchange managers outlining what they should do, and suggesting that they start holding meetings immediately with other exchange managers and exhibitor leaders in their territory. Similar letters will go out within a few days to all theatre circuit heads, theatre exploitation men and exhibitor association heads, Myers said.

The committee has asked Herman Robbins, president of National Screen Service, to become an auxiliary member so that his company can help distribute trailers, lobby posters and petitions. The Motion Picture Association of America has been asked to assign Robert Chambers, research head, to work with the committee on research and statistics.

Attending the meeting, in addition to Myers, were Henderson M. Richey, A. Julian Brylawski, Oscar A. Doob, Jack Bryson and Morton Sunshine.

KEEP YOUR EYE ON...



**Damon Runyon's
"JOHNNY
ONE-EYE"**

Produced by Benedict Bogeaus
thru U.A.

Reviews

"Backfire"

(Warner Brothers)

A GOOD CAST and reliable production treatment make much of a conventional melodramatic plot in Warner Brothers' "Backfire." The picture deals with such common ingredients as unexplained murders and baffled police. Thanks to a cast that includes Virginia Mayo, Gordon MacRae, Edmond O'Brien, Dane Clark and Viveca Lindfors, the picture remains always an agreeable adventure which the customers should find easy to take.

The screenplay, which Larry Marcus, Ivan Goff and Ben Roberts collaborated on, has MacRae learning on his release from a veteran's hospital that his best friend has vanished under circumstances which lead to the belief that he has committed a murder. Aided by his pretty nurse, Miss Mayo, MacRae picks up a meager thread of a clue and follows it through an involved maze that leads ultimately to the vindication of the friend. In between there are a series of melodramatic incidents, romantic cross-currents and a string of murders. As the story runs its course, it meanders through a fashionable world of smart-talk, nightclubs and gambling sessions.

MacRae and Miss Mayo are satisfactory in their standard roles. Miss Lindfors, as the melancholy nightclub singer caught in the grip of an underworld personality, brings to her characterization an appeal and substance that add considerable to what is just a routine part. Clark contributes an effective portrayal as the psychopathic killer masquerading as a respectable undertaker, while O'Brien as the wrongly-suspected friend, is convincing in the performance of his tough-talking and fleet-footed chores. Anthony Veiller produced and Vincent Sherman directed.

Running time, 91 minutes. General audience classification. Release date, Feb. 11. MANDEL HERBSTMAN

"The Laughing Lady"

(British National-Four Continents)

FORTUNATELY there have been better British importations than this creaking period piece in Technicolor. Produced by Louis H. Jackson and directed by Paul L. Stein, the stereotyped screenplay was written by Jack Whittingham. Even the inclusion of a few songs does little to lighten the pall cast by the dragging story and hackneyed situations.

The picture opens at the time of the French revolution. A countess has been condemned to the guillotine for allegedly giving a valuable necklace to an Englishman. Robespierre promises her son that if he can retrieve the jewels they will both be spared. The son, played by Webster Booth, goes to England, turns highwayman, ingratiates himself in royal circles and falls in love with the latest owner of the necklace. He refuses to steal it but his friend does it for him and everything works out finally to the greatest good of all concerned.

In addition to Booth the cast includes Anne Ziegler, Francis L. Sullivan, Peter Graves, Chili Bouchier, Felix Aylmer, Ralph Truman and Charles Goldner. The only performance of any stature is given by Sullivan as an impoverished aristocrat with a marriageable daughter. Commendable features are the crowd scenes and sequences of old country dances.

Running time, 81 minutes. General audience classification. Release date, Jan. 20.

CEA Urges

(Continued from page 1)

cial centers, the compulsory disposal of circuit theatres in "closed" situations and the abandonment of special Sunday showings.

The Kinematograph Renters Society confined its brief on the Plant committee report to a bitter attack on the recommendation for establishment of a tribunal to exercise control over the industry, a proposal which was also decry by the CEA.

Many of the industry's present difficulties are due to outside interference and multiplicity of authority, KRS said in its brief, and the creation of the proposed body giving dictatorial authority over the industry to the president of the Board of Trade would merely add chaos to the present complications.

CEA said it welcomed the committee's suggestions for increasing the number of prints and permitting circuits to apply for quota relief.

Anti-tax Signatures

(Continued from page 1)

is distributor chairman. Sam Kirby, of Little Rock, was named Arkansas chairman; Edward O. Cullins, Memphis, Allied president, was named for Tennessee; W. A. Rush, Houston, Mississippi, and John Mohrstadt, Hayti, for Missouri.

'Curley' Case

(Continued from page 1)

picture showed Negro and white children at play together in school.

The Tennessee court passed over the question of the constitutionality of film censorship. Its decision was limited to findings that United Artists had no standing in Tennessee to raise this issue because it was not an exhibitor and had not qualified to do business in the state. The court indicated, however, that the Memphis censor was wrong in forbidding "Curley" on racial grounds.

Rafferty and Hamilton E. Little, Memphis attorney who argued the case in the Tennessee courts, said every effort would be made to get the U. S. Supreme Court to hear the constitutional issue of motion picture censorship on the merits. They plan to file the appeal within a month.

Rogell Named

(Continued from page 1)

studio executive under Hughes, and Youngman and Lockhart ranking studio executives under Rogell. Youngman will take over the duties formerly handled by Joseph Nolan. Lockhart will be in charge of physical operation of both the Hollywood and Culver City studios.

Final Divorcement Hearing Due Today

Hearing on the form of divorce decree to be entered in the Paramount case will take place in U. S. District Court here today with the Government and remaining defendants still at odds on a number of points. Prominent among them are the amount of time to be allowed for consummation of divorce and possible means of "escape" from that remedy with the "creation of competition." Final oral argument could be concluded at today's session, according to attorneys here.

Exhibitors, Music

(Continued from page 1)

producer-distributor after separation from its theatres, is said to have made known its attitude to the Department of Justice which had asked the views of distributors. Washington reports are that Ascapi and the Department are about to wind up negotiations of an amended consent decree but details have yet to be officially disclosed. Indications have been that the settlement sought by Ascapi would allow it to collect public performance fees from producers strictly as a collection agency with the rates to be decided by producers and the proprietor of music rights.

RKO Radio's contention is believed to be that the copyright statutes specifically separate synchronization rights from public performance rights and when the latter are used for profit the user should pay.

20th-Fox Theatre TV

(Continued from page 1)

tion permits in Kansas City, San Francisco, Seattle, St. Louis and Boston. It planned to spend about \$5,000,000 on the five stations.

Vincent Welch, of Welch, Mott and Morgan, who, with Kenneth Royall, will file the 20th-Fox request late this week or early next, said the petition would stress the company's long experimental record in the theatre TV field, its role in getting the Commission to hold hearings on theatre TV, and its desire to concentrate on preparations for those hearings and other work in the theatre TV field.

FC Exchange Moving

New York exchange of Film Classics will be moved on Jan. 28 from its present location to the Film Center Building.

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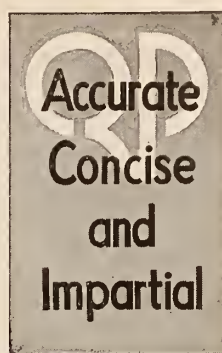
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MOTION PICTURE DAILY



VOL. 67. NO. 13

NEW YORK, U. S. A., THURSDAY, JANUARY 19, 1950

TEN CENTS

Admission Tax Cut Is Not on Truman's List

Treasury Places It Ninth; Change Possible

WASHINGTON, Jan. 18.—As of the present moment, President Truman and his top fiscal advisers have decided to ask Congress to reduce or eliminate seven excise taxes, but not the admission tax. They would leave this levy at 20 per cent.

There is a possibility that this decision may be changed between now and the time the President's tax message is sent to Congress, some time next week.

Even if the President leaves the admission tax in, the final say is still with Congress.

According to high officials, the President now plans to ask for cuts in levies on furs, jewelry, luggage, toilet

(Continued on page 4)

Defeat Excise Cut; Decision Not Final

WASHINGTON, Jan. 18.—The Senate again rejected, 43-32, a proposal to cut excise taxes, including the admissions tax, and again it was not any indication that the Senate opposes excise tax reduction.

In fact, quite the contrary. Thirty-two Senators voted for the proposal, even though it was being offered as an amendment to a pending oleo bill. Voting was almost strictly on party lines, with practically all Democrats opposing the amendment as not "germane."

In debate on the amendment, Senate majority leader Lucas repeated his

(Continued on page 4)

MPA Members Will Not Support Awards

Member companies of the Motion Picture Association of America yesterday reaffirmed their decision not to support financially the annual awards of the Academy of Motion Picture Arts and Sciences.

On the Coast yesterday, Academy president Charles Brackett expressed "keen regret," but called the action "not unexpected."

Court Rejects Ban On Product Splits

U. S. Statutory Court yesterday turned down the government's proposal for an injunction which would bar major circuits, subsequent to divorce, from entering into agreements among themselves or with competing exhibitors on product splits. After strong objections by film company lawyers, Judge Hand said of the recommended decree paragraph: "I don't think we will add that." Judges Goddard and Coxen nodded agreement with the decision.

Autonomy Given to 'IA' St. Louis Local

ST. LOUIS, Jan. 18.—Restoration of home rule to the St. Louis stage employees union following more than three years of emergency control by the IATSE was announced here by Richard F. Walsh, International president.

Walsh declared, "The affairs of Local No. 6 are in good shape, wage increases have been negotiated and contract terms are being observed. I feel that this union is now in a position to go forward to new achievements under its elected officers."

The board decided that an International officer should preside at the St. Louis union's meetings during the ensuing year but that, in all other respects, the members would exercise

(Continued on page 5)

Para. Rejects Loop Bids; Sells Three to B. & K.

Division Managers at 'Showmanship' Meet

Division sales managers of 20th Century-Fox will attend the company's showmanship meeting Jan. 25-27 at the home office, it was announced here yesterday by Andy W. Smith, Jr., sales vice-president, and then gather for their own sales conference on Saturday and Sunday, Jan. 28-29.

The division managers are: Martin Moskowitz, Empire State; E. X. Callahan, New England; Howard Minsky, Mideast; Ray E. Moon, Central; Harry G. Ballance, Southern; Edwin W. Aaron, Midwest; Herman Wobber, Western; Arthur Silverstone, Canadian.

'LITTLE 3' WIN SEPARATE DECREE

Virginia Theatre's Trust Suit Names New Para. Firms

WASHINGTON, Jan. 18.—First private anti-trust suit involving the new Paramount companies was filed here today by the Center Theatre of Hampton, Va. The suit, for \$450,000 damages and an injunction, is aimed at the present clearance and move-over set-up in Southern Virginia.

Named as defendants are all major distributors except Loew's, while one of the competing theatres named not as a defendant, but as a "co-conspirator" is owned by United Paramount Theatres, Inc., and operated by Wilby-Kincey.

The Hampton charges the clearance and booking system is a continuation of the conspiracy found illegal by the U. S. Supreme Court in the Paramount case.

Colosseum in Fight For Repeal of Tax

The Colosseum of Motion Picture Salesmen has joined the industry fight for repeal of the 20 per cent Federal ticket tax. David Beznor, general counsel of the film salesmen's union, declared here yesterday that he will register with Congressional leaders the Colosseum's opposition.

NY Court Hears Majors Blast US Proposals for Divorcement, Restraints

By GENE ARNEEL

U. S. Statutory Court here is "prepared" to enter the separate decree requested by United Artists, Columbia and Universal, Judge Augustus N. Hand announced from the bench yesterday as final argument was heard in the industry anti-trust suit.

The separate order will free the three companies from findings of fact relating to the exhibition practices of the major defendants, thus could not be used to support private actions against them, and will carry with it no restraints on the acquisition of theatres by the "Little Three," it is believed.

Yesterday's three-hour hearing was marked by strong protests by Warners, Loew's and 20th Century-Fox attorneys against the government-pro-

(Continued on page 5)

WB Extends Option To Lehman Bros.

Limited period of the option issued to Lehman Brothers to find a qualified purchaser for the stock of the new theatre company to be issued to the three Warner Brothers has been extended for an unspecified length of time. This was disclosed here yesterday by attorney Joseph Proskauer in U. S. Statutory Court during the Paramount case hearing.

The option extension bolsters trade opinion that Lehman Brothers is not acting for a client, but is in search of prospective purchasers.

NY Court Will See More of Raftery

United Artists attorney Edward Raftery's parting words in U. S. Statutory Court here yesterday during the Paramount suit hearing were that the court would be seeing more of him. "I expect to be back in the not too distant future to get a little relief from some of the injunctions we are now suffering under," he said.

(Continued on page 5)

Personal Mention

MAX E. YOUNGSTINE, Paramount advertising-publicity director, will leave here next Wednesday for Hollywood.

JAMES E. PERKINS, British managing director for Paramount, is scheduled to arrive here from the Coast Jan. 22, en route to London.

MORT A. SPRING, Loew's International first vice-president, has left the Coast for San Juan, P. R., and a Latin American business tour, accompanied by **MAURICE SILVERSTEIN**.

JOHN G. MCCARTHY, Motion Picture Association of America vice-president in charge of international affairs, is in Washington from here.

CY EICHMAN, advertising-publicity director of Astor Pictures, has become the father of a son, named **MARK MITCHELL EICHMAN**.

BERNARD W. LEVY of Amalgamated Buying and Booking Service, New Haven, will be in New York today.

JOHN KIRBY, Warner Southern division sales manager, left here yesterday for Charlotte.

PHILIP GERARD, Universal-International Eastern publicity manager, will leave here today for Washington.

JOHN P. BYRNE, M-G-M Eastern sales manager, is visiting the Boston exchange this week.

ED HINCHY, Warner playdate department head, will return here tomorrow from Washington.

IRVING ALLEN, RKO Radio producer, is here from Hollywood.

SAMUEL GOLDWYN will arrive here on Monday from the Coast.

Mrs. Freda M. Davis

Mrs. Freda Meltzer Davis, with RKO Theatres' home office booking department for 17 years, died suddenly Tuesday evening while attending RKO's 81st Street Theatre. Services will be held at the Park West Chapel today.

George W. Jacobs Dies

BALTIMORE, Jan. 18.—Funeral services were held here yesterday for George W. Jacobs, owner of the Goldfield and Jean theatres here, who died on Monday of a heart attack.

Einfeld to Europe

Charles Einfeld, vice-president in charge of 20th Century-Fox's advertising and publicity, leaves for Europe on or about February 15 on a six weeks' business trip.

Set Allied Meeting Date

MILWAUKEE, Jan. 18.—Allied Theatre Owners of Wisconsin will hold its annual convention Oct. 30-Nov. 1 at the Schroeder Hotel here.

Harry Felt Files \$270,000 Trust Suit Against Majors

PHILADELPHIA, Jan. 18.—A \$270,000 triple-damage suit was filed by Harry Felt in U. S. District Court here against the major distributors. Felt, owner of the Park Theatre at Highland Park, charges that he has suffered losses estimated at \$90,000 over the past nine years because of the seven-day clearance enjoyed by the Terminal Theatre at Upper Darby, over the Park.

The plaintiff contends that his theatre is not in substantial competition with the Terminal, or with the two key runs in Upper Darby, the Tower and the 69th Street, and asks injunctive relief for a run independent of the Terminal.

Korda Sues Selznick To End Release Deal

Sir Alexander Korda's London Films seeks through an action filed in the United States District Court here to rescind a distribution agreement it has with David O. Selznick's Selznick Releasing Organization and Vanguard Films, and to enjoin the defendants from releasing "Gone to Earth" and "The Third Man," Korda productions, in the U. S. and the Western Hemisphere.

The agreement, which gave Selznick the right to release those films, also gave London Films the right to release Selznick's "Paradine Case" and "Portrait of Jenny" in the United Kingdom. London charges that Selznick breached the contract by withholding from the plaintiff "Paradine" distribution returns in England and by delivering "Portrait" later than agreed.

Ten to Germany for 'Francis' Openings

Ten players left yesterday from Burbank, Cal., aboard a special Air Force plane for Germany on an entertainment junket for U. S. servicemen. The troupe will arrive in Wiesbaden tomorrow and on Saturday will put on a show in connection with the world premiere of Universal-International's "Francis."

Subsequent premieres will be staged for servicemen in Frankfurt, Berlin, Erding, Furstanfeldbruch, Neubiberg and Landsberg. The tour will wind up in Brussels and Antwerp, with the group returning to the U.S. on Jan. 31.

To Screen 'Francis' of Academia, Press Club

WASHINGTON, Jan. 18.—Attorney-General and Mrs. Harold McGrath will be hosts at a special screening of Universal-International's "Francis," at the Motion Picture Association's Academia Theatre tomorrow night. A second screening will be held Friday night at the National Press Club.

Help make Better Americans—Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

Eddie Cantor Named UJA Campaign Head

Eddie Cantor has been named national campaign chairman for the 1950 United Jewish Appeal, by Henry Morgenthau, Jr., UJA general chairman. The campaign goal is \$272,455,800.

Cantor will also serve in the national campaign cabinet, just established to work with Morgenthau in the planning and direction of the campaign.

Lichtman May Stay In Active 20th Post

Al Lichtman, vice-president of 20th Century-Fox, may continue his active role in affairs of the company beyond Feb. 28, expiration date of one part of his contract which, additionally, provides for an additional four years in an advisory capacity. It is said company president Spyros P. Skouras strongly favors the idea of Lichtman's staying on a full-time basis. The latter has yet to decide on his plans.

Writers Elect Meltzer

Newton E. Meltzer, of Teleneus Productions, has been elected president of the Associated Film Writers, guild writers employed by film producers in the East. Other officers are Lewis Amster, first vice-president; Summer Lyon, second vice-president; Richard Frank, secretary, and Sue Platt, treasurer.

Columbia Dividend

Columbia Pictures has declared a quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock, payable Feb. 15 to stockholders of record on Feb. 1.

Won't Censor Films on TV

BALTIMORE, Jan. 18.—Television films will not be subject to censoring by the Maryland Board of Censors, according to Harrison Winter of the Attorney General's office. Months ago, following a controversy, a ruling was asked of Attorney General Hall Hammond. After frequent queries, the subject became pigeon-holed and now Winter admits his office will not take any action to censor TV films.

Brindley Elected 'IA' Head of 'Collarites'

Ed Brindley of Republic has defeated Hy Blaustein of Warners in the race for the presidency of the IATSE Motion Picture Home Office Employees Local No. H-63. Brindley succeeds Irving Zimmerman who, running this year for vice-president, was defeated by Eli Oestreich. Russell M. Moss, unopposed, was reelected executive vice-president.

Others elected were: Gilbert For-gash, treasurer; Mary Jo Rosencrans, secretary; Herman Lemler, sergeant-at-arms, and Nat Kris and Morris Shift, trustees. Elected to the new executive board were Harold Chadwick, Harold Kreisberg, Sidney Delmar and Stella Grening.

Correction

Monogram president Steve Broidy said here yesterday that he and three other company executives, Scott R. Dunlap, G. D. Burrows and Sam Wolfe, have been negotiating only with the Trem Carr estate for the purchase of the 10,000 shares of stock it has in the company, and not with Texas oil man Buddy Fogelson also, as MOTION PICTURE DAILY reported yesterday.

You've seen pictures with surprise endings... **WELL** here's one with a surprise **BEGINNING!**



"Francis"

and that's only the **BEGINNING!**

Coming from
UNIVERSAL-INTERNATIONAL



IF YOU WANT TO SEE **BOGART**

FLY INTO ACTION SEE WARNER BROS.

TRADE SHOW JAN. 30

CHAIN LIGHTNING

Powerful Woman Appeal too!



SHE'S THE
REDHEAD
IN HIS
COLORFUL
LOVE-LIFE...

*Tremendous
Warner "First"!*

SCREEN'S FIRST STORY OF THE JET PLANES

AND THE SKY-JOCKEYS WHO TAKE THEM TO THE TOP OF THE WORLD!

**HUMPHREY
BOGART
ELEANOR
PARKER
CHAIN
LIGHTNING**

WITH
RAYMOND MASSEY · RICHARD WHORF
DIRECTED BY
STUART HEISLER
PRODUCED BY
ANTHONY VEILLER
WB
SCREEN PLAY BY LIAM O'BRIEN AND VINCENT EVANS
SUGGESTED BY A STORY BY J. REDMOND PRIOR

Court Rule Indicates Drive-ins in Right

Boston, Jan. 18.—A Massachusetts supreme court ruling indicates that neither a mayor or censorship board in this state can rescind licenses issued to drive-in theatres except on evidence that the terms under which the licenses were granted have been violated.

On the basis of that ruling, Boston Mayor Hynes cannot legally revoke the permit granted to Michael Redstone by former Mayor Curley and any decision given by Boston corporation counsel William H. Baxter would not be held binding.

Utah-Idaho Circuit Shifts Five Posts

SALT LAKE CITY, Jan. 18.—Five staff changes have been announced by David K. Edwards, general manager of Joseph L. Lawrence Theatres, circuit in Utah and Idaho, with T. V. Austin moving from assistant to manager of the Uptown, replacing Harry B. Ashton, and James Needham, manager of the Southeast, taking charge of the new \$350,000 Villa Theatre.

John F. Ramey is promoted from accountant to manager of the Southeast, and A. K. Hopkinson, assistant auditor, is booker-buyer for all houses in the Salt Lake area. D. L. Olsen is Austin's new assistant at the Uptown.

Review

"Black Hand"

(Metro-Goldwyn-Mayer)

GENE KELLY undertakes his first straight dramatic role and brings off the job well in an interesting and dramatically concise attraction about the Italian criminal gangs which held New York's "Little Italy" by the throat along about the turn of the century. Box-office possibilities loom large.

Extortion, kidnapping, bombing and murder by stiletto and knife were the Black Hand's standard equipment. Its management and its henchmen were drawn from Italian criminals who had served prison terms in the motherland or were fugitives from her justice. Its victims were native-born Italians attracted to the New World by propaganda promising them riches. Many of them were ignorant of American laws and customs and practically all of them were deathly afraid to oppose the Black Hand's demands. In the foreground of their memories were the Mafia and the vendettas of the Old Country.

Kelly plays the son of a lawyer murdered by the Black Hand for enlisting police protection. He vows ultimate vengeance and eventually returns from Italy committed to such a program. The story, extensive in detail and circumstance, tells about the checkered and dangerous course he follows until the ringleaders become victims of one of their own bombings and the head man, Marc Lawrence, is killed by a knife hurled from Kelly's avenging hand.

While Kelly brings order to his frightened countrymen and a measure of peace to "Little Italy," J. Carroll Naish is perhaps as much the hero. He is the Italian-American detective who takes on the delicate task of returning to Naples where he searches the police records for evidence leading to the sources of the terror. He succeeds, but pays for the success with his life not, however, before he manages to mail the information to Kelly in New York. The climax revolves around efforts by the Black Hand leaders to destroy this letter before New York authorities come into possession of it.

Production values are excellent. The teeming life of the East Side as presumably it was at the dawn of the century appears to have been captured with authority. The types are interesting and authentic and the many detailed pieces of business necessary to emphasize the reactions and the fears of the neighborhood very well caught by director Richard Thorpe. In many stretches Naish outruns Kelly in point of performance, but the entire cast of principals deserves high commendation. Teresa Celli is the romantic lead opposite Kelly. "Black Hand" springs from a story by Leo Townsend and a competent script by Luther Reed. William H. Wright served as producer.

Running time, 93 minutes. Adult audience classification. Release date, March 17.

RED KANN

TOA Decision In Two Weeks

The 13-member executive committee of the Theatre Owners of America is expected to meet in New York within two weeks to formulate the organization's position on financing the Council of Motion Picture Organizations.

TOA's officers and directors, meeting in Washington last week, declined to ratify COMPO and referred to the executive committee recommendations on financing the all-industry council whose purpose and spirit TOA has approved. The executive committee is empowered to ratify COMPO in behalf of the entire TOA membership.

Meanwhile, TOA will send to its regional units the minutes of the Washington meeting to get their viewpoints on COMPO financing. In Washington, the directors were said to have been particularly emphatic in their opposition to a COMPO budget of \$600,000, a figure some regarded as too high. Exhibition's share, it was reasoned, would be \$300,000 and TOA's considerably more than \$150,000, an amount which the directors believe would be excessive.

Apprehension exists among TOA directors that COMPO under plans which have been outlined for it, might duplicate much of the public relations and other work which already has been undertaken by its individual participating organizations.

The executive committee is required also to reach decisions on trade practice code proposals, drive-ins and other problems.

Admission Tax

(Continued from page 1)

preparations, passenger tickets and telegrams and phones, and for repeal of the three per cent freight tax.

This report is confirmed by a Treasury Department list, circulated in Congress, giving that Department's views on the priority of various industries for excise relief. The seven taxes mentioned above are the top seven on the Treasury's list. A tax on electrical energy comes eighth, and the admission tax is ninth. There are 12 items in all on the list.

If Truman changes his mind and adds a few more items to his message, the admission levy might get in, judging from the Treasury list. Big factors against the Administration's asking for a cut in the admission tax is the fact it is so lucrative, raising about \$400,000,000 a year. Truman would like to limit the revenue loss from all excise cuts to about \$750,000,000 annually.

Other items presently included in Truman's tax message, it was reliably reported, would spread tax credits for business losses over a seven-year period rather than five years as at present, and would ease tax treatment of frozen earnings overseas.

Defeat Excise Cut

(Continued from page 1)

promise that "some time in the near future" the Senate would be given a chance to vote on excises on their own merits. He said he personally favored a "thorough job, not a bite here and a bite there." Senate Finance Committee chairman George also promised an excise tax vote.

Paramount Sets Five For Spring Release

Paramount has set five productions for spring release, bringing the schedule from January to June to a total of eight. A. W. Schwalberg, Paramount Film Distribution Corp. president, announced here yesterday. They are:

March, Hal Wallis' "Paid in Full" (formerly "Bitter Victory"); April, Frank Capra's Bing Crosby starrer, "Riding High" and "After Midnight," starring Alan Ladd and Wanda Hendrix; May, Barbara Stanwyck and John Lund in "The Lie," and "The Eagle and the Hawk," Technicolor Western.

Ross Denies Blame In 'Robe' Delay

LOS ANGELES, Jan. 18.—"Frank Ross Productions has always been, and still is willing to abide by the agreement which it has with RKO for the 'Robe,'" Ross said in commenting on the suit filed in Federal Court here last week by RKO Radio over alleged failure to produce "The Robe." "There have been delays, it is true, but FRP has not been responsible for them," Ross said.

Usher Buys Theatre

CHICAGO, Jan. 18.—The Woods theatre, Woodruff, Wis., recently refurbished at a cost of \$135,000, has been bought from Rudy Fredrich by Allen Usher, former Paramount Midwest district manager.

Dear Ruth's dream man

is her husband now. Got an apartment? For this ex-G. I. who's living with the family of his



"Dear Wife"

Paramount's New Comedy with all the "Dear Ruth" stars...

AND THE SAME TERRIFIC BOXOFFICE APPEAL!



'Little Three' Decree

(Continued from page 1)

posed order for completion of divorce-ment within 18 months and an assort-ment of restraints on licensing and other aspects of their business conduct. The three majors sought to escape di-voorcement itself on the argument that it would be an unrequired and unfair remedy if a "clean job" of divestiture could be accomplished in a three-year period and competition fully restored.

The argument for a separate decree for the "Little Three" was made by Edward C. Raftery of U.A. Depart-ment of Justice attorney Philip Mar-cus offered objections but withdrew them upon Raftery's assurance that it would not mean the three companies' "severance" from the case. Marcus then sought to enjoin the three from going into exhibition at any time, but did not get very far. Judge Hand told him: "I don't think you can do that."

At the close of the session, Judge Hand announced: "I propose to give them (the Little Three) a separate decree lim-ited to distribution."

The hearing began with a motion by RKO attorney Roy McDonald for formal severance of that company from the action because of the entry of its consent decree. The motion was granted, with Judge Hand over-ruing objections by Marcus that this would be burdensome because it would add to the "policing" of decrees. Para-mount was severed from the case with its consent decree and what's "sauce for the goose is sauce for the gander," Judge Hand decided.

Attorneys Dispute Government

At odds with the government at al-most every turn were: John W. Davis, Loew's; James F. Byrnes and John Caskey, 20th-Fox, and Joseph Pros-kauer, Warners. Cyril Landau and Louis Frohlich were in court for Uni-versal and Columbia, respectively, but let Raftery do the talking for the "Little Three."

Vigorously disputed was the govern-

ment's recommendation that the three majors, upon divorcement, should be enjoined from re-entering exhibition and the new theatre companies should be barred from going into production. This was not imposed in the Para-mount and RKO consent judgments.

Propose 5-Year Period

If divorcement is to be ordered, the lawyers told the court that they should be given a period of five years to consummate it. They said the government itself recommended that amount of time when it addressed it-self to the court some time ago. Mar-cus' answer to this was that the five-year proposal was made before the Paramount and RKO decrees were entered and to stick to it now would be unfair to those companies. Para-mount concluded its divorcement in nine months and RKO has been given till May 6 to complete its divorce-ment.

The court took the arguments of both sides under advisement. A decision is likely within a matter of weeks.

Marcus Denies Precedents

In a brief reference to arbitration, Marcus said that previous proceedings, awards and dismissals of complaints should not serve as the criteria in new proceedings, that the arbitrators should judge complaints on the basis of the Sherman anti-trust law.

One point on which all agreed was the government's deletion from its proposed order of that section which required exhibitors to send registered letters to distributors when they en-counter difficulty in obtaining prod-uct. Film company lawyers merely concurred, but did not ask the reason.

The attorneys fought the govern-ment proposal that the companies sell to their own theatres on a competi-tive basis pending divorcement. RKO is now doing this but Paramount, from the time its decree was entered until its actual divorcement, was not com-pelled to do so.

Para. Rejects

(Continued from page 1)

as from B. and K., but in each in-stance the bids were insufficient. On the other hand, bidding for "The Great Lover," which initiated the company's plan for outlying theatres, met with considerable success with 13 out of a possible 15 situations hav-ing won bids.

In the downstate situation, a num-ber of independent theatres have out-bid Great States for both "Heiress" and "Jordon," marking the first time first-run Paramount product has been sold away from this circuit.

The 900-seat Avon, South Bend, outbid the 2,069-seat Colfax; the Isle, Aurora (780) outbid the Paramount (2,016); the Avon, Decatur (975) outbid the Lincoln (1,389). The Times at Danville (905) outbid the Fischer (1,071) and the Mode, Joliet (746) outbid the Rialto (2,087). The 390-seat Grove, Galesburg, outbid the Orpheum (1,100) for "The Heiress," but lost out on "Jordon." Both films are the first offered by Paramount under bidding in downstate situations.

MGM to Release 10 In 3-Month Period

M-G-M will release nine new pic-tures and a reprint during the three-month period starting Feb. 1, the com-pany announced yesterday.

February releases are "Blossoms in the Dust," a reprint in Technicolor, and "Intruder in the Dust," "East Side, West Side" and "Key to the City." For March, "Nancy Goes to Rio," in Technicolor; "Black Hand" and "Conspirator." For April: "The Yellow Cab Man," "Side Street," and "The Outriders," in Technicolor.

Except for the reissue, the three-month releases are numerically the same as for the same period last year.

'IA' St. Louis Unit

(Continued from page 1)

full autonomy under the "IA" consti-tution and by-laws.

The newly elected officers are: president, LeRoy Upton; vice-presi-dent, William Kostedt; recording sec-retary, Charles Eiffert; financial sec-retary, Hugh Keenoy; treasurer, Lee Holdman, Sr., and business represen-tative, Elmer V. Moran.

Sign up now for Brotherhood Week observance at your thea-tre, Feb. 19-26.

THAT
"DOUBLE INDEMNITY"
GUY...

meets...

THAT
"KEY LARGO"
DAME!



***THERE ARE 20 GUNS BETTING THEY'LL
NEVER CROSS THE BORDER TONIGHT!***



UNIVERSAL-INTERNATIONAL presents

Fred

MacMURRAY

Claire

TREVOR

Her first
role since
winning the
Academy Award
for "Key Largo"

Borderline



A MILTON H. BREN and WILLIAM A. SEITER production

Story and Screenplay by DEVERY FREEMAN • Directed by WILLIAM A. SEITER • Produced by MILTON H. BREN • A Universal-International Release

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VOL. 67. NO. 14

NEW YORK, U. S. A., FRIDAY, JANUARY 20, 1950

TEN CENTS

MPEA May Ask Reopening of French Quota

**1948 Deal Inadequate;
Can Renegotiate in May**

The Motion Picture Export Association is seriously considering asking the U. S. State Department to reopen negotiations with the French government to allow more American films into France, it was reliably reported yesterday.

Under an agreement negotiated between the U. S. and French governments in the spring and summer of 1948, 121 dubbed American films are allowed into France annually. MPEA members feel that experience has proven this allotment inadequate.

The agreement, signed in Sept., 1948, but with a July 1, 1948, effective date, is for a four-year period. However, either party can ask for a renegotiation in May of any year, and

(Continued on page 3)

SAG Will Not Yield Strike Authority, Actors Notify TVA

In detailed proposals sent yesterday to the Television Authority for an equal partnership in the organization and administration of the television field for all entertainers, Screen Actors Guild declared that it will not agree to any form of joint membership meeting at which film actors could be "forced to strike or be prevented from striking by other actors who do not work in the motion picture field."

TVA proponents, the Guild said, apparently "have not yet accepted our

(Continued on page 3)

Anti-Tax Message To 20,000,000

Film fan magazines with a 20,000,000 circulation were mobilized in the fight against the Federal 20 per cent ticket tax and for a continuing campaign against any theatre tax, at a meeting here yesterday at the Astor Hotel, called by Silas F. Seadler, MGM advertising manager, as an aid

(Continued on page 8)

Patronage Up in West, But Drops in the East

Population shifts have increased theatre patronage in the West and Southwest, while the East is showing a decline in the box-office aggregate, *Motion Picture Herald* will report today.

According to the report, national box-office returns for 1949 reached an estimated \$1,375,000,000, or \$451,000,000 more than in 1942.

A breakdown of percentages by geographic divisions shows that the four major exchange areas on the Pacific Coast increased returns from 12.4 to 14.3 per cent in the 1942-49 period, with the Los Angeles and San Francisco branches advancing an even two per cent, from 10.1 to 12.1. Adjoining exchange centers, which include Denver, Dallas, Oklahoma City, Kansas

(Continued on page 3)

U-I Sales Meeting Opens Here Today

Universal-International home office executives and Eastern field forces, led by N. J. Blumberg, president, and W. A. Scully, sales vice-president, will attend the company's first major sales meeting since World War II, starting at the Hotel Warwick here this morning and continuing through Sunday for the East, and starting next Tuesday and continuing through Thursday at the Hotel Chase in St. Louis for the South and West.

Scully will preside over general meetings and A. J. O'Keefe, assistant sales manager, will conduct special

(Continued on page 3)

COMPO, Its Projects Ratified by MPIC

Hollywood, Jan. 19.—Motion Picture Industry Council ratified participation in COMPO at its meeting last night and endorsed all initial projects of the organization as formulated at the Washington all-industry meeting. On finances, co-chairman Ronald Reagan pointed to the contributions of MPIC members in the past, saying this "constitutes its own form of financial participation in the national program."

TOA Reaffirms Its Support of COMPO

Theatre Owners of America executive director Gael Sullivan yesterday commented as follows on the organization's position in relation to the Council of Motion Picture Organizations:

"TOA has applauded and actively supported the objectives of this organization for betterment of industry relations. We stand solidly behind the formation, and what we hope will be a significant and sound fulfillment, of COMPO'S program.

"There has never been a time when we have halted or stalled on advance-

(Continued on page 8)

CLEARED BY DECREE, PARA. ASKS PERMANENT TV PERMITS

Three-Day 'Hamlet' Take Is \$300,000

Playing at advanced admissions, "Hamlet" reportedly drew an estimated \$300,000 in its three-day run this week at 50 RKO and independent circuit houses in the Metropolitan area, representing more than twice the income for the usual Monday-through-Wednesday period.

The Rank-Universal International film will play out the area at increased scales on a continuous performance basis.

WASHINGTON, JAN. 19. — Paramount Pictures today asked the Federal Communications Commission to put its television and radio licenses on a permanent rather than a temporary basis on the grounds its corporate reorganization has cleared it of any stigma of anti-trust law violation.

The Commission has been renewing Paramount television licenses on a temporary basis pending a study of whether the company, in view of the Supreme Court's Paramount decree, is a suitable licensee. The petition today said that the company's reorganization under the decree has satisfied the Department of Justice and the courts; therefore, no reason remains under the anti-trust laws or Commission rules for keeping the licenses on a temporary basis.

More Films at Lower Cost, 20th-Fox Plan

**Plan 30-36 at \$1½-Million
Average for Next Year**

Increased production at a lower average picture cost is planned by 20th Century-Fox for the immediate future, according to a report on the company's current position and outlook prepared by Hayden, Stone and Co.

The report states that 20th-Fox's plans are to make 30 to 36 pictures this year for release in 1951, at an average cost of \$1,500,000. The company's 1950 plans call for release of 26 pictures at an average cost of \$1,709,000 or 30 pictures at an average cost of \$1,682,000, according to the report.

It states that the average cost of 20th-Fox releases last year was \$1,789,000; in 1948, \$1,870,000 and, in 1947, it was at an all-time high of \$2,329,000.

The report says: "A definite short-

(Continued on page 3)

Bergson in on WB Decree Parleys; See Accord Shortly

WASHINGTON, JAN. 19. — Indications that the Warner consent decree is in the final stages came today, as Warner officials and Justice Department attorneys resumed negotiations.

For the first time in many months Assistant Attorney General Herbert Bergson took part in some of the talks. In addition a Justice official said he was sure the decree would be announced before the New York District Court hands down its final opinion, even if that should be soon.

Binford Decides to Look at 'Imitation'

MEMPHIS, JAN. 19.—Lloyd T. Binford, chairman, today decided that the Memphis Board of Censors will see "Imitation of Life," a racial film, before deciding whether or not to ban it. Binford first said he would not permit the picture to be shown on the basis of his recollections from having

(Continued on page 3)

Personal Mention

E. C. GRAINGER, president of Jamestown Amusement Co., was given a birthday luncheon yesterday at the Astor Hotel by his associates.

JERRY DALE, former advertising-publicity director for the J. Arthur Rank Organization, has joined Eagle-Lion to handle publicity and exploitation for Rank product released through E-L.

MARY OLIVA, secretary to **STANLEY W. PRENOSIL**, assistant executive director of the Theatre Owners of America, has announced her engagement to **ROBERT MAZZA**.

ROBERT GILLHAM, Selznick Releasing Organization advertising director, will leave here by plane today for the Coast.

HENRY C. ROGERS, Coast publicist who has been visiting New York, will return to Hollywood tomorrow.

FRANK KASSLER, Lopert Films sales manager, has announced his resignation from that company.

ALFRED A. BOULLE, Film Classics Philippines distributor, has arrived in New York from Manila.

MMPTA Gets NY 'Brotherhood' Short

The Metropolitan Motion Picture Theatres Association has made arrangements with the New York State Commission Against Discrimination for the showing in members' theatres during "Brotherhood Week," Feb. 19-26, of the short subject, "An Equal Chance," sponsored by the Commission.

'Hansel' to Eagle-Lion

"Hansel and Gretel," film version of the Humperdinck opera, will be distributed on a worldwide basis by Eagle-Lion under a deal consummated by William C. McMillan, Jr., E-L vice-president, and Music Film Corp., representing the producer, it is announced by William J. Heineman, E-L sales vice-president. Friedrich Feher will produce and direct the film, which will go into production on Jan. 30.

Newsmen Cite 'Heiress'

HOLLYWOOD, Jan. 19.—The Hollywood Foreign Correspondents Association has nominated William Wyler's "The Heiress" for its annual award in five "best" categories, including best production, direction, performances and screenplay. Olivia de Havilland, Montgomery Clift and Ralph Richardson are co-starred.

Dow to Rejoin UA

Phil Dow, formerly assistant to the Western division manager of United Artists, will return to the company Monday as assistant contract manager. Dow succeeds Stephen W. McGrath who died on Jan. 5.

Southern California ITO Would Make TV A Promotional Aid

LOS ANGELES, Jan. 19.—The Independent Theatre Owners of Southern California proposes that "a portion of the distributors' advertising dollar which is used in launching a motion picture campaign" in the field "be used for the purchase of television time." The ITO would have the distributor televise a trailer on the picture to be introduced in the area.

The recommendation cites the consensus of exhibitor opinion that one-half of the estimated 28 per cent drop at box-offices in this territory is attributable to television competition.

R. W. Lea Elected To Universal Board

Universal directors at a meeting here yesterday, elected Robert W. Lea to the board.

Lea is president of Johns-Manville Corp. and a member of the board of managers of the Delaware, Lackawanna and Western Railroad, Co., the West Virginia Coal and Coke Corp., Ohio River Co., and Curtiss-Wright Corp.

The Universal board declared a quarterly dividend of \$1.06¼ per share on the 4¼ per cent cumulative preferred stock, payable March 1 to stockholders of record Feb. 15.

Confer on Settlement Of Goldman Action

Warner attorneys were in Philadelphia yesterday reportedly conferring with counsel for circuit operator William Goldman on a settlement of the \$8,400,000 triple-damage trust action brought against the Warner circuit and distributors.

Goldman several years ago won a judgment of \$435,000 on a similar action.

Ryan Given SPG Post

John F. Ryan, former executive vice-president of the Newspaper Guild of New York, has been appointed business representative of the Screen Publicists Guild, UOPWA, succeeding Len Goldsmith, resigned. The appointment is to be ratified by the members.

More 'Samson' Openings

Cecil B. DeMille's "Samson and Delilah" opened yesterday in Atlanta, San Francisco, Detroit and Minneapolis, making a total of seven engagements to date. The picture will continue its run at the Rivoli here and the Victoria, Toronto.

Montgomery in TV

Robert Montgomery, film star and director, has joined NBC Television as executive producer in which capacity he will produce, narrate and appear in an hour-long bi-weekly dramatic series, "Lucky Strike Theatre," starting Jan. 30.

'Brotherhood' Clips For All Newsreels

From Feb. 6 to 26, the end title of every newsreel shown in theatres throughout the country will include a reproduction of the poster appeal of the "Brotherhood Week" committee for the National Conference of Christians and Jews, Ted Gamble, national chairman of the committee, reports. He credited Edmund Reek, chairman of the MPAA Newsreel Committee, for making the tie-up.

Six Medal-of-Honor Winners to Premiere

Six Congressional Medal of Honor winners will be guests of the Air Force Association at its premiere of 20th Century-Fox's "Twelve O'Clock High" at the Roxy Theatre here on Jan. 26 and will attend the Association's Waldorf-Astoria luncheon in honor of the eighth anniversary of the 8th Air Force, where Gen. Carl A. Spaatz will be the principal speaker, and Maj.-Gen. Roger C. Ramey, the 8th's present commander, will be a guest.

The six, Lt.-Gen. James Doolittle, Capt. William R. Lawley, Jr., Capt. Edward S. Michael, John C. Morgan, Maynard H. Smith and Forest L. Vowler, will be joined at the premiere by Washington officials, military leaders and Hollywood personalities.

Cropper, 61, RKO Boston Manager

Boston, Jan. 19.—Ross C. Cropper, 61, RKO Radio branch manager here since 1932, died of a heart attack today. He was branch manager for Pathe and RKO Pathe from 1924 to 1931.

Cropper is survived by the widow and two daughters. Funeral services will be held Saturday at the Congregational Church in Quincy.

Leon B. Grandjean, 68

NEW ORLEANS, Jan. 19.—Services were held here on Tuesday for Leon B. Grandjean, 68, public relations director for Motion Picture Advertising Co. here. At one time he was head of American Releasing's publicity department in New York.

Lloyd Lenhart, Booker

KANSAS CITY, JAN. 19.—Lloyd J. Lenhart, head booker of Commonwealth Theatres, died Tuesday at St. Mary's Hospital here. He had been ill several weeks. Funeral services were held today with burial at Iola, Kansas. He is survived by the widow.

'Heiress' Runs Stretched

William Wyler's "The Heiress" is being given eight and nine days in 18 Loew's Theatres in metropolitan New York, which ordinarily are six and seven-day situations.

Intolerance Topic at Cinema Lodge Meet

Several hundred who attended the American Anti-Defamation League meeting of the New York Cinema Lodge of B'nai B'rith at the Hotel Astor here last night heard Benjamin Epstein, ADL national director, warn against new manifestations of intolerance in the U. S.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SAMUEL GOLDWYN'S
"MY FOOLISH HEART"
starring
Dana ANDREWS - Susan HAYWARD
Directed by MARK ROBSON
Distributed by RKO RADIO PICTURES
SPECTACULAR STAGE PRESENTATION

Paramount presents
BARBARA STANWYCK
WENDELL COREY
by HAL WALLIS' production
"Thelma Jordon"
IN PERSON
BILL LAWRENCE
JEAN CARROLL
DOROTHY CLAIRE
THE JAYWALKERS
extra
JERRY WALO
His Cleverest and Orch.
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

"Sands of Iwo Jima"
Starring JOHN WAYNE
A Republic Picture
BRANDT'S MAYFAIR 7th AVE. & 47th St.

Cecil B. DeMille's masterpiece
"Samson and Delilah"
Color by TECHNICOLOR
HEDY LAMARR • VICTOR MATURE • GEORGE SANDERS
ANGELA LANSDOWN • HENRY WILCOXON
See the destruction of the Temple on the MAGIC CYCLOPAMIC SCREEN!
RIVOLI 8 WAY AT 46th St

GENE TIERNEY - RICHARD CONTE
JOSE FERRER-CHARLES BICKFORD
in
"WHIRLPOOL"
A 20th Century-Fox Picture
On Stage — "THE COPACABANA REVUE"
starring ANDY RUSSELL and the COPA GIRLS
ROXY 7th Ave. & 50th St.

KEEP YOUR EYE ON...

Damon Runyon's
"JOHNNY ONE-EYE"
Produced by Benedict Bogeaus
thru U.A.

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B. & K. High Bidder For 'Battleground'

Chicago, Jan. 19.—Balaban and Katz outbid RKO and Essaness Theatres for the Loop run of M-G-M's "Battleground," the distributor disclosed after the bids were opened today. The picture, which recently was authorized by Federal Court here to play an extended engagement in excess of the two weeks Loop time fixed by the Jackson Park Theatre decree, will open on Feb. 9 at the State-Lake Theatre.

NY Stamp Collectors Rename All Officers

All officers of the Cinema Stamp Collectors, industry philatelists in New York, have been reelected for a second term; they are: Jack H. Hoffberg, president; Edward Aaron, Leon J. Bamberger and Henderson Richey, vice-presidents; Elias Sandberg, corresponding secretary; Alfreda Rubin, recording secretary; Jack Levy, treasurer; Nat Cohn, chairman of the executive committee, and Jack Altman, sergeant-at-arms.

Next meeting of the organization will be held on Jan. 25 at the Hotel Astor where members will hear Herman Hurst, philatelic dealer.

More Competition Here

MEXICO CITY, Jan. 19.—Striking out for more business on the English-speaking market, Mexican producers plan to make English versions of at least 20 of their pictures this year.

Review

"Dakota Lil"

(Alperton-20th Century-Fox)

A NOVEL plot twist is given the traditional Western in Alperton Production's "Dakota Lil." It presents a woman in the lead and portrays her as a sort of good-bad heroine. The role is handled by shapely Marie Windsor, with George Montgomery and Rod Cameron sharing the leads. The film, made in Cinecolor, is replete with the customary action and gunplay and rates well in its classification.

Montgomery is a special government agent assigned to regain loot of freshly-printed bank notes. The stolen bills are worthless since they have not been countersigned. It also happens that Miss Windsor, a cafe singer, is a skilled forger, and would like to apply her signature to the currency. In time she meets up with Cameron, gang leader in possession of the stolen money and arranges to do the delicate penmanship job for him for a 50-50 split. By this time, Montgomery, who has been smitten by Miss Windsor's charms, is all set to close in on Cameron's nefarious doings. In a crucial moment, when things look precarious for Montgomery, Miss Windsor turns to the side of law and order. At the finale, romance is in the air for Montgomery and Miss Windsor. As for the villainous Cameron, he gets his just desserts. Others in the film are John Emery and Wallace Ford. Edward L. Alperton produced and Lesley Selander directed, from a screenplay by Maurice Geraghty.

Running time, 88 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

French Quota

(Continued from page 1)

the MPEA is now considering asking for a renegotiation this May.

While the MPEA has not yet objected to the way the remittance provisions of the agreement are working out, it is possible that if a renegotiation is finally asked, it might be extended to include remittance questions as well as the quota.

Signs Doak Walker

HOLLYWOOD, Jan. 19.—All-American Doak Walker has been signed by producer William Stephens for a series of six Westerns.

U-I Sales Meeting

(Continued from page 1)

sessions.

From the home office will be C. J. Feldman, Eastern sales manager; F. J. A. McCarthy, Southern and Canadian manager; Foster M. Blake, Western manager; Adolph Schimel, vice-president and general counsel; John J. O'Connor, vice-president; Maurice A. Bergman, and Cy Landau and Saul Friedberg of the legal department.

The advertising-publicity department, headed by David A. Lipton, will be represented by Charles Simonelli, Henry A. Linet, Philip Gerard and Jeff Livingston. Irving Sochin, sales representative of Prestige Pictures, will preside over a session on J. Arthur Rank productions. Newsreel representatives will be Tom Mead, editor, and Eddie Bartsch. A. W. Perry, president, and M. J. Isman, assistant sales manager, will represent Empire-Universal of Canada, whose district and branch managers and head bookers will attend.

SAG to TVA

(Continued from page 1)

repeated statement that we will not join nor participate in TVA."

SAG renewed its invitation to the TVA board to send a committee to Hollywood to help bring about an amicable settlement of the television dispute, again explaining that "the Guild cannot send a representative delegation to New York at this time because its principal officers and committee members are professionally engaged in Hollywood."

Patronage in the West

(Continued from page 1)

City, Des Moines and Minneapolis, advanced a total of 1.4 per cent for the period. On the other hand, the Boston, New York, Pittsburgh, Philadelphia, Washington, Charlotte and Atlanta territories dropped from 46 per cent of the total in 1942 to 44.5 per cent last year. Of these seven areas, only the Atlanta exchange showed an increase, from 4.3 to 5.6 per cent.

Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

Johnston May Be at FCC TV Hearings

Washington, Jan. 19.—Motion Picture Association of America president Eric Johnston will probably testify at the Federal Communications Commission hearings on theatre television.

Johnston's testimony would be in general terms on the past performance of the industry and the future possibilities of the new medium.

Legion Reviews 10; Classes One as 'B'

Ten additional films have been reviewed by the National Legion of Decency. Classified A-I were Universal-International's "Francis," Columbia's "The Nevadan," Republic's "Pioneer Marshal" and RKO Radio's "Storm Over Wyoming." In Class A-II are Eagle-Lion's "The Amazing Mr. Beecham," M-G-M's "The Black Hand," Republic's "Blonde Bandit," Universal-International's "Borderline" and 20th Century-Fox "Three Came Back." Classified B was 20th-Fox's "Dakota Lil'."

Ex-Marine Sues Republic

LOS ANGELES, Jan. 19.—Suit was filed in Superior Court here today against Republic Pictures by Louis B. Stryker, a former Marine sergeant who charges that incidents in "Sands of Iwo Jima" parallel his experience and that John Wayne, the star, is called by his name. He asks \$150,000.

Neither Rain, Etc.

PORTLAND, Ore., Jan. 19.—Despite snow storms, congested roads and near-zero weather from British Columbia to Coos Bay, Ore., the Oregon Film Service of Portland, serving 100 theatres in the area, reported no film delivery failures and no theatre closings.

More 20th-Fox Films

(Continued from page 1)

age of feature picture is developing on which the company's management plans to capitalize by expanding its own production of feature pictures considerably during the next several years."

Domestic film rentals of 20th Century-Fox set a new all-time high for the company last year with \$62,000,000 grossed, according to the report. The previous high was 1946's \$56,340,000. The company's theatre receipts declined last year but revenue from all sources is expected to approximate the \$163,400,000 total of 1948.

Binford

(Continued from page 1)

viewed the picture 16 years ago. Realart is releasing the picture.

Before Binford changed his mind, Mrs. Ione Jernigan, office manager of Screen Guild Prod., local distributor, said: "Binford told me 'Imitation of Life' pictures the worst case of racial equality he ever saw. He was most uncouth in his conversation with me. He asked where I was from, and I told him Georgia. He made a reference to the Ku Klux Klan bothering me about such as this if I would return to Georgia."

it's the PICTURE
with WOMP*



"Francis"

Coming from UNIVERSAL-INTERNATIONAL

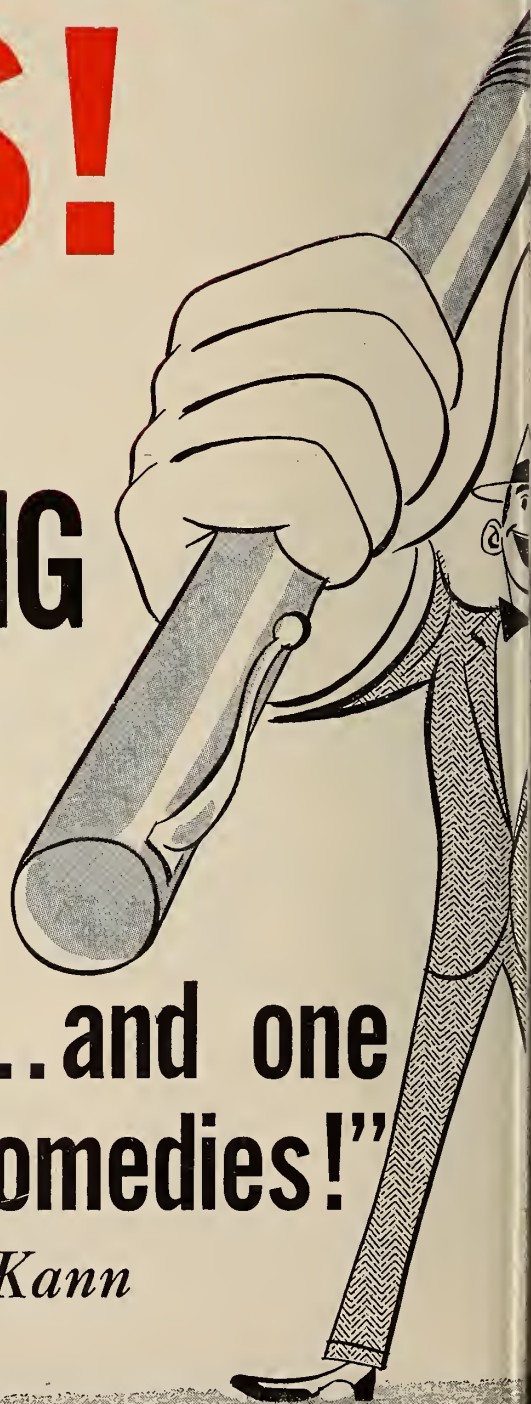
*W.O.M.P.

Word Of Mouth Publicity

"MAKE A LARGE NOTE OF THIS!"

**'WHEN WILLIE
COMES MARCHING
HOME' ... will be
among the brightest
attractions of 1950...and one
of the year's best comedies!"**

—Red Kann



Everybody's saying it:

"A laugh riot! One of the funniest comedies that has been produced in some time!" —*Harrison's Reports*

"A whammo comedy. Just as fine as 'Male War Bride'. Will rack up sock grosses." —*Variety*

"One of the funniest in many a moon!" —*The Exhibitor*



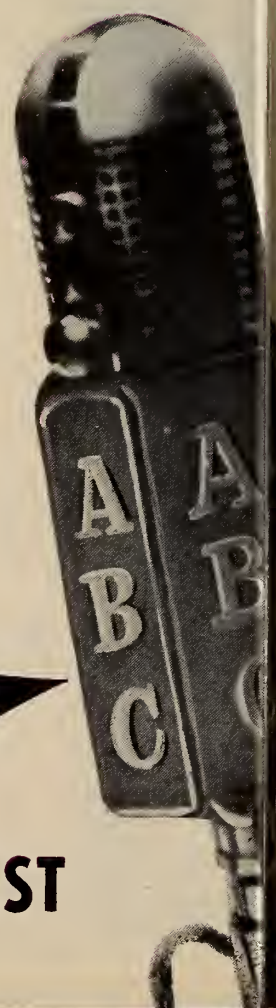
When you get hits like these...

12 O'CLOCK HIGH • PRINCE OF FOXES
PINKY • WHIRLPOOL • I WAS A
MALE WAR BRIDE • DANCING IN
THE DARK • OH, YOU BEAUTIFUL
DOLL • FIGHTING MAN OF
THE PLAINS • COME TO THE
STABLE • YOU'RE MY EVERYTHING

and coming up... MOTHER DIDN'T TELL ME

“The Greatest

**“The best picture of the week is
'Iwo Jima'! A smash performance by
John Wayne. This is the greatest war
movie of all time, depicting the
most memorable single siege of the
Pacific war, the taking of Iwo Jima by
the fighting Marines. It has courage,
power, heart, thrills and laughs, and
the battle scenes are almost as big
as the actual taking of the island.
Don't fail to see 'Iwo Jima'!”**



ON HIS NATIONWIDE ABC NETWORK BROADCAST

War Movie all Time!"

says:

**JIMMIE
FIDLER**



HERBERT J. YATES
presents

SANDS OF IWO JIMA

starring

JOHN WAYNE

co-starring

JOHN AGAR • ADELE MARA • FORREST TUCKER

with WALLY CASSELL • JAMES BROWN • RICHARD WEBB • ARTHUR FRANZ

JULIE BISHOP • JAMES HOLDEN • PETER COE • RICHARD JAECKEL

Screenplay by Harry Brown—James Edward Grant • Story by Harry Brown

DIRECTED BY
ALLAN DWAN • EDMUND GRAINGER

PRODUCED BY



**THE MOST HONORED
PICTURE OF THE YEAR!**





Simply Sensational

WESTERN UNION
W. P. MARSHALL, PRESIDENT

1306

Check the class of service desired, otherwise the message will be sent at the full rate.

FULL RATE	DEFERRED
DAY LETTER	NIGHT LETTER

SOUTH SEA SINNER PREMIER AT MISSOURI THEATRE OUTSTANDING SUCCESS. BIGGEST BUSINESS IN 5 YEARS. AUDIENCE REACTION EXCELLENT. EDWARD ARTHUR=FANCHON & MARCO THEATRES.

UNIVERSAL-INTERNATIONAL presents

**SHELLEY WINTERS
MACDONALD CAREY
HELENA CARTER**

with **LUTHER ADLER • FRANK LOVEJOY** and **LIBERACE** new sensation of the piano!
Screenplay by **JOEL MALONE** and **OSCAR BRODNEY** • Directed by **BRUCE HUMBERSTONE**
Produced by **MICHEL KRAIKE**

South Sea Sinner

N. Y. Solon Moves Against U. S. Tax

Albany, N. Y., Jan. 19.—A resolution requesting Congress to repeal the 20 per cent Federal admission tax and urging every Congressman from New York to work for its elimination, has been introduced in the state legislature here by Assemblyman Richard Knauf, Republican from Binghamton.

Tax Cut Belongs to 'People,' Says Brandt

Harry Brandt, president of the New York Independent Theatre Owners Association has stated that "the (20 per cent Federal) admission tax is discriminatory on movie customers, levied for war purposes," and "when it is repealed, our patrons are entitled to that savings in the form of reductions in admissions. This money belongs to the people and should go back to the people," said Brandt.

Schine Drops 2 Houses

FOSTORIA, O., Jan. 19.—The Schine Chain has withdrawn from the Civic and State theatres here, as ordered by Federal Court, and the houses have reverted to their original owners, Arthur and Ural Buck.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

NJ Solons to Hear COMPO Tax Report

Key New Jersey legislators have been invited to an Allied of New Jersey luncheon-meeting, Jan. 30, at which a report and discussion of the activities of the Council of Motion Picture Organizations' taxation committee will be featured. President Wilbur Snaper will preside.

The meeting, to be held at the Stacy-Trent Hotel, Trenton, will also take up Jersey Allied's 1950 program for combating legislation detrimental to the industry.

Anti-Tax Message

(Continued from page 1)

to the COMPO tax committee. Oscar A. Doob, Loew Theatre executive, was the principal speaker.

Those present agreed to rush into April issues, out March 10, a full-page anti-tax plea, asking moviegoers to write or wire President Truman to help rid them of the tax. They also agreed to prepare their own presentation against the tax for the House Ways and Means committee.

TOA Backs COMPO

(Continued from page 1)

ing the purposes of COMPO. The only differences of opinion have come on matters of detail, and I am confident these details will be worked out at our executive committee meeting, which will be held within a few weeks."

Dear Ruth's kid sister

has switched from romance to politics—and she'll get your vote in



"Dear Wife"

Paramount's New Comedy with all the "Dear Ruth" stars...

AND THE SAME TERRIFIC BOXOFFICE APPEAL!



**FIRST
IN
FILM
NEWS**

DO NOT REMOVE

MOTION PICTURE DATA

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Concise
and
Impartial**

MOTION PICTURE ASSOC. OF
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VOL. 67. NO. 15

NEW YORK, U.S.A., MONDAY, JANUARY 23, 1950

TEN CENTS

N. Y. Industry Unites in Tax Repeal Battle

Exhibition, Distribution, Labor Form United Front

Representatives of the three Metropolitan New York area exhibitor associations and film industry labor met here at the weekend with distributors to map an all-out Federal excise tax repeal campaign.

Herman Gelber, president of IATSE projectionists Local 306, pledged the support of industry labor and pointed out that the projectionists as part of their contribution would waive all overtime payments in connection with the showing of a protest trailer to defeat the tax on admissions. Gelber pointed out that all film labor organizations, both within AFL and CIO, have indicated solidarity with management in the tax fight.

Present at the meeting were: Sam E. Diamond, New York distributor chairman; Wilbur Snaper, president
(Continued on page 7)

Prospects Dim on Russian Film Deal

Expectation of a deal for the sale of American films to the Soviet Union through the Motion Picture Export Association has dimmed considerably since MPEA general manager Irving A. Maas returned to New York a month ago from three weeks of conferences in Moscow.

This opinion was expressed at the weekend in film export offices here, and was based on the fact that Maas has made no report to the foreign departments since his return. "No report means there has been no deal—you can be sure of that," was the way one executive put it.

At last week's foreign managers' meeting here, Maas gave no inkling as to the possibilities of completing a deal. Maas, it was said, told those present that it would be necessary for
(Continued on page 7)

United Artists to Get 6 from Stillman

HOLLYWOOD, Jan. 22.—Robert Stillman Productions at the weekend announced the completion of negotiations with United Artists for the release of six features to be made in the next three years. The first, "Condemned," from the Jo Pagano novel, will start in March.

Century at Odds with MGM Over Film Rentals

Enthusiasm Vital to Industry: Blumberg

Emphasizing that it is more important to recognize that the industry faces a "lost audience," N. J. Blumberg, president of Universal, declared at the company's weekend sales meeting here that: "When we speak about a 'lost audience' we actually are referring to our own abandonment of hard work and the very life's blood of our business—enthusiasm."

Exhibitor Benefits From Ads Pointed Up At U-I Meeting

Emphasis on the merchandising of pictures in relation to the most effective way of spending the advertising dollar for the benefit of all exhibitors was made by W. A. Scully, distribution vice-president of Universal-International, during the first of the company's two sales meetings held at the Hotel Warwick here Friday through yesterday.

Scully also announced 14 releases for the six months beginning Feb. 1, which is about the same number released during the same period in 1949.

The concentration of adver-
(Continued on page 6)

Inability to reach an agreement on rental differences has resulted in a virtual rift between Century Theatres here and M-G-M, it is understood, with the film company apparently endeavoring to "sell around" the usually important revenue-producing Century situations.

According to a Century spokesman, M-G-M is "asking too much" for its product and consequently only two or three Century houses are buying the company's films instead of the entire circuit of 40.

Century had been playing first-run neighborhood simultaneously with Loew's in some spots and subsequent in others.

Comment was declined by an M-G-M sales executive. It is known that efforts to resolve the differences will be continued, however. A report that Skouras Theatres and M-G-M were at odds could not be confirmed.

Judge Rules Chicago Drive-in Ban Invalid

CHICAGO, Jan. 22.—The right to construct drive-in theatres within the city limits was given court approval by Circuit Judge Harry M. Fisher, who signed an order declaring that a city ordinance passed last April banning outdoor theatres was invalid.

Judge Fisher's ruling was made on Friday as the result of a hearing brought by the Liberty National Bank, which, as property trustees, sought a permit to construct a 2,000-car drive-in on the far West Side of Chicago. The judge maintained that the city
(Continued on page 7)

Sen. Myers 'Confident' of Action On Excises, Including Ticket Tax

Philadelphia, Jan. 22.—Senator Francis J. Myers (D., Pa.), has predicted that excise taxes, including the Federal admission tax, will be rescinded by Congress this session, according to a bulletin for members of Eastern Pennsylvania Allied from Sidney Samuelson, general manager.

Samuelson quoted Myers as stating, "As a member of the Senate finance committee, I am confident we will act speedily when the House sends the excise tax bill to us for consideration."

The Federal tax, competitive bidding, rising film prices and election of a new board of governors will be on the agenda of the organization when it holds its 12th annual meeting Jan. 31 at the Broadwood Hotel here. Morning sessions will be limited to Allied members but all independent exhibitors in the territory are invited to attend the film and tax discussions in the afternoon.

Names submitted by the nominating committee for the board of governors are: Martin B. Ellis, I. Edward Kapner, Norman Lewis, Harold D. Cohen and George J. Riester. Nominated for alternates were Alfred J. Davis, Oscar Forman, George L. Ickes, Max M. Korr, Thomas Lazarick, David S. Moliver, Mark Rubinsky, Lester Stallman and Thomas P. Thomas.

Korda Would Halt Selznick Theatre Deal

Second Suit Aimed at Victoria Booking Here

Sir Alexander Korda's London Films Prod., Ltd., moved against David O. Selznick on a new level of their spirited battle by filing an infringement action in U. S. District Court here Friday in an endeavor to prevent Selznick from delivering Korda's film, "The Third Man," to the Victoria Theatre on Broadway for its scheduled Feb. 1 opening.

The action, seeking a temporary injunction, is set for hearing on Friday. It names as defendants Astor Theatre Corp., City Entertainment Corp. and City Enterprises Corp., owners and operators of the Victoria.

Korda's complaint, filed by his American counsel, Schwartz and Frohlich, sets forth that the producer
(Continued on page 7)

'Brotherhood' Award To Balaban, Others

Barney Balaban, president of Paramount, Maxwell Anderson, playwright, and George Murphy, screen star, will be honor guests at the annual "Brotherhood" luncheon on Feb. 2 at the Hotel Waldorf Astoria here, Louis Nizer, chairman of the luncheon committee, has announced.

The three will be presented with awards for their participation and leadership in the Brotherhood movement during the past year.

Ted R. Gamble, national chairman of the motion picture division of "Brotherhood Week," sponsored by the National Conference of Christians and Jews, and J. Robert Rubin, general chairman of the amusement division, will participate in the presentations.

Truman Still Opposes Ticket Tax Slash

WASHINGTON, Jan. 22.—Key House Democrats who conferred with President Truman Friday on taxes said he still plans to ask for some excise tax cuts—but not on admissions.

They indicated they had made some suggestions, including an across-the-board excise cut, and that the tax message might still be changed before it is sent to Congress early this week.

Personal Mention

WILLIAM J. HEINEMAN, Eagle-Lion distribution vice-president, will leave here today for Hollywood.

ED REILLY, Paramount assistant office manager, is the father of a second son, **RICHARD**, born at Mercy Hospital, Rockville Center, N. Y. **ROBERT HILTON**, United Artists executive, is the grandfather.

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will speak today before the Lions and Rotary clubs at Princeton, Ill.

WILLIAM C. MACMILLEN, Eagle-Lion vice-president in charge of operations, left here for the Coast on Friday.

HUGH OWEN, Paramount Eastern and Southern division manager, will be in Buffalo today and in Albany on Wednesday.

WILLIAM G. BISHOP, M-G-M Midwest exploitation head, left here over the weekend for his Chicago headquarters.

PERRY W. LIEBER, RKO Radio studio publicity director, left here over the weekend for Hollywood.

LEE KOKEN, RKO Theatres concession head, is making a tour of RKO Ohio theatres.

D. A. DORAN, Paramount studio executive, and **MRS. DORAN** will arrive here today from the Coast.

LOUIS R. BRAGER, Film Classics exchange operations chief, is visiting Buffalo from New York.

JOHN P. BYRNE, M-G-M Eastern sales manager, has returned here from Boston.

ALBERT LEWIS, M-G-M producer, will leave here today for England and Spain.

MPIC Nominates Grosse

HOLLYWOOD, Jan. 22.—Paul Grosse, president of the Society of Motion Picture Art Directors, has been nominated for the co-chairmanship of the Motion Picture Industry Council, succeeding Roy Brewer, who in turn will succeed co-chairman Ronald Reagan upon expiration of Reagan's term. Nomination is tantamount to election.

'Shoes' Sets Chi. Record

CHICAGO, Jan. 22.—J. Arthur Rank's "The Red Shoes" will end its tenancy at Shubert's Selwyn Theatre here on Feb. 7, after 59 weeks, the longest a film has ever played consecutively in Chicago. The film played on a two-a-day basis, reserved seats only.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Tradewise . . .

By SHERWIN KANE

THE pilot poll of audiences at five Long Island and New Jersey theatres, conducted by the Motion Picture Association of America, provides food for thought for exhibitors in those areas who have been only too ready to cancel newsreels from their programs.

The people who buy the tickets expressed a preference for film programs which include newsreels in more than 83 per cent of the responses obtained in the pilot poll.

It is true that the poll is too limited to be conclusive. Nor was it intended to be. But it leaves no doubt that theatre operators who thought they knew what their customers wanted, and consequently eliminated or radically curtailed newsreel bookings, may have been more in error than even the newsreels themselves believed.

Certainly it indicates the advisability of conducting next an effective national poll, and promises from the results thereof solid advantages to the newsreels and to their prestige within the industry.

To all appearances, the newsreels' loss of standing has been limited largely to the industry itself.

There is no clinching evidence that the reels have lost favor with the public.

The newsreel is the butt of far more criticism within the industry than outside of it. Almost all of it is unfair criticism. In the recent and continuing period of retrenchment, newsreel production has been severely, and frequently unwisely, penalized and restricted. The general objective appears to be to force the reels, at whatever cost, to help recover moneys wasted in other departments.

Newsreel staffs have been arbitrarily trimmed, their budgets slashed beyond the danger point, and they have been treated like unwanted stepchildren in some distribution and exhibition circles. Despite the resultant damage done to initiative and originality in news gathering and handling, any fair observer, aware of the handicaps and discouragements visited upon them, must concede that the reels have done and are continuing to do an excellent job.

They get more criticism than constructive suggestions or material aid and encouragement.

Exhibitors cancel them while audiences continue to prefer them. They are highly regarded by the nation's leaders in Washington, by the services, by state and municipal officialdom. Civic, charitable, educational and philanthropic leaders know their value and prize highly their attentions.

They are ever ready to be of service to the industry. They are a vital cog in its public relations machinery and no single industry appeal to the public, in whatever cause, can be as effective without their participation as it is with it.

Since the industry's maltreatment of the newsreels derives entirely from economic considerations, let the full audience poll be made. Let the theatre patron speak. The newsreels need have no fear of the results. It is more than likely that under the pressure of overlength features and double bill programs, the wrong subjects are being cancelled. That is, from the customer's viewpoint.

The perplexing thing about Theatre Owners of America's failure to ratify the Council of Motion Picture Organization's program is that none of the publicized TOA objections were voiced when the program was under discussion and in process of formation at COMPO's Washington meeting. Where were the TOA representatives then?

Of course, their acceptance at the Washington meeting was subject to ratification. However, COMPO's progress has been intentionally unhurried. There was ample opportunity before the latter's Washington meeting for all delegates to confer with constituents and to define areas of approval or disapproval on such basic matters as organization and financing, preparatory to airing them at the time the foundation was being laid.

The net result of TOA's failure either to decide or to air its COMPO reservations at the proper time means a five-week delay in organizing progress—longer if other organizations approach their decision in the same state of unpreparedness.

The only thing good about it is the lesson it holds for the future.

COMPO delegates should know when they go to meetings what they want.

Newsreel Parade

THE daring Boston robbery and the nation's final salute to Gen. Arnold are among current newsreel highlights. Other items include the battleship Missouri aground, sports and fashions. Complete contents follow:

MOVIE TONE NEWS, No. 241—Boston robbery. *US Missouri aground*. U. S. and Canadian chiefs meet. Sheep husbandry taught natives of New Guinea. Golf. Spear fishing. Skiing.

NEWS OF THE DAY, No. 241—Boston holdup. Mighty "Mo" trapped. Industrial progress cheers Tito. Gen. Arnold funeral. Music charms cows in Britain. Boxing.

PARAMOUNT NEWS, No. 44—Savage brush fire. "Big Mo" stuck in the mud. A nation's last salute to Gen. Arnold. Boston's \$1,500,000 robbery. Golf. Basketball.

TELENEWS DIGEST, No. 3-B — New York: Two-deck bus runs wild. Kentucky floods force evacuation. France: "Piggy back" plane test. Chicago: household items on display. China and Russia exchange ambassadors. French Foreign Minister Robert Schuman starts tour of Western Germany. Holland's Prince Bernhard arrives in San Juan. Beauty parade. Hialeah opens.

UNIVERSAL NEWS, No. 319 — Nation mourns Gen. Arnold. Restrictions eased on Mexican workers. Universal-International film stars to entertain "G.I.'s" Wrestling. Racing. Skiing.

WARNER PATHE NEWS, No. 46—Brink Boston robbery. Gen. Arnold funeral. Model farmer's village in Egypt. Hawaiian fashions. Golf. Racing. Skiing. Freedom of religion: Riverside Church in N. Y.

New Record Claimed For 'Samson' on Coast

SAN FRANCISCO, Jan. 22.—Cecil B. DeMille's "Samson and Delilah" has established a new all-time record at the St. Francis Theatre in San Francisco, where it opened on Wednesday with the largest gross in the theatre's history, according to Paramount.

Opening day's figure was estimated at \$5,451.

MMPTA to Show Trailer

A special trailer, starring Milton Berle, will be shown by Metropolitan Motion Picture Theatres Association members in behalf of the Salvation Army's 70th anniversary fund drive, it is announced by Leo Brecher, MMPTA president, who is serving as motion picture division chairman for the drive.

Stars at Press Ball

Among the two-score entertainers from film, stage, radio and television fields who have promised to appear at the 21st annual dinner-dance of the Press Photographers here on Feb. 3 are Buddy Rogers, Mary Pickford, Burgess Meredith, Celeste Holm, Miriam Hopkins and Burl Ives.

Who's on Second?

W. Lee Wilder's production for United Artists, based on a story, "Shoplifting," filmed under the working title "The Iron Cage" and subsequently re-named "Blood Money," will be released as "Once a Thief."

—U. A. press release.



M. P. Daily says the picture is superb.

A strong item. Film Daily calls it fine, tense,

emotional, dramatic, brimful of action,

big league. Boxoffice comments a meaty bit

of stern entertainment. Should prove a

profitable booking venture. The Exhibitor

cheers it as taut, well-directed, well-acted,

THIS 'FEMALE' MEANS BUSINESS!

much suspense. Harrison's reports tense

suspense. Should go over. The Independent

applauds it as action to hold an audience

in suspense. Unusual twist. Showmen's

says suspense and action at high-pitch

throughout, exciting entertainment.

Word of mouth to put it across in any

situation. The Reporter notes fast

action, thrilling, always suspenseful.

Exhibitors will not regret booking it.



"*DEADLY* *IS THE* *FEMALE*"

starring

PEGGY CUMMINS
JOHN DALL

A KING BROTHERS PRODUCTION

with BERRY KROEGER • MORRIS CARNOVSKY

Produced by MAURICE and FRANK KING • Directed by
Joseph H. Lewis • Screenplay by MacKinlay Kantor
and Millard Kaufman

From the SATURDAY EVENING POST Story
"GUN CRAZY" by MacKinlay Kantor

.... thru **UA**

EAGLE LION FILMS proudly announces **8 OUTSTANDING**
FROM LEADING IND



ALAN LeMAY and GEORGE TEMPLETON present

THE SUNDOWNERS

Color by **TECHNICOLOR**

starring **ROBERT PRESTON · CHILL WILLS · ROBERT STERLING**

and introducing **JOHN BARRYMORE, JR.,**
the most eagerly-awaited screen personality in years!



GEORGE PAL PRODUCTIONS INC. presents

THE GREAT RUPERT

starring **JIMMY DURANTE · TERRY MOORE · TOM DRAKE**

"Solid entertainment fare . . . a box-office windfall"

—Variety



BERT GRANET presents

PAULETTE GODDARD · PEDRO ARMENDARIZ

in

THE TORCH

Brilliant action romance filmed on a magnificent scale!



GEORGE PAL PRODUCTIONS INC. presents

DESTINATION MOON

Color by **TECHNICOLOR**

NEW · UNUSUAL · SENSATIONAL · keyed to the century's
most daring bid to the imagination!

**BOXOFFICE ATTRACTIONS
INDEPENDENT PRODUCERS!**

*Now Ready
For Booking!*

J. ARTHUR RANK presents

THE RED SHOES

Color by **TECHNICOLOR**

The Three-Academy-Award record breaker!

There has never been a motion picture like "The Red Shoes"!



J. ARTHUR RANK presents

JEAN KENT • JAMES DONALD

in

THE GAY LADY

Color by **TECHNICOLOR**

A colorful back-stage musical filled with mirthful romance!



THE FILMAKERS present

NEVER FEAR

Directed by IDA LUPINO • Produced by COLLIER YOUNG

The dramatic successor to "NOT WANTED" • with SALLY FORREST
and KEEFE BRASSELLE • the same sensational star team!

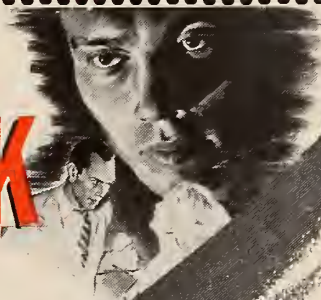


From AUBREY SCHENCK

PORT OF NEW YORK

Tougher than "T-Men"! Bigger than "Canon City"!

Greater than "He Walked By Night"!



**-And there's more
to come from Eagle Lion!**



26 in Work at Coast Studios

HOLLYWOOD, Jan. 22.—The production index added another four pictures to its rising filming total, now at 26. Seven pictures were started, while three were completed.

Started were: "David Harding, Counterspy," Columbia; "Father of the Bride," M-G-M; "Square Dance Katy," Monogram; "Union Station," Paramount; "Women from Headquarters" and "Hills of Oklahoma," Republic; "Where the Sidewalk Ends," 20th-Fox. Completed were: "One Way Out," Columbia; "Operation Haylift," Lippert; "The Vanishing Westerner," Republic.

Asks FCC for Dismissal

WASHINGTON, Jan. 22.—Implementing its previously reported determination to concentrate on theatre television, 20th Century-Fox on Friday asked the Federal Communications Commission to dismiss without prejudice its applications for five video telecast stations.

FLY UNITED'S Mainliner Strato-cruiser to HAWAII!



It's the finest of all Strato-cruisers—the most luxurious plane over the Pacific.

Yet you pay the regular fare—only \$160 (plus tax, one way), from San Francisco.

JUST 23½ HRS.

from New York. Leave at 11 p.m. (Sun., Tues., Thurs., Sat.), be in Hawaii for dinner. Or, leave at 1 p.m. (Tues., Thurs., Sat.), be there for breakfast! Via connecting DC-6 Mainliner 300 from New York.

UNITED AIR LINES

Airlines Terminal Bldg., 80 E. 42nd St., or Hotel Statler. Call MUrray Hill 2-7300 or an authorized travel agent.

Review

"The Gay Lady"

(Rank—Eagle-Lion)

A STUDY in character against a plush and padded background is offered in J. Arthur Rank's "The Gay Lady." The story of a showgirl's rise to social heights through some romantic complications, the picture is good in production values though not exactly strong in story content. Jean Kent and James Donald, the principals in this Technicolor production, are not popularly known on these shores, but there is compensation in the strength of their performances.

In a genially rambling sort of way the story recounts how Miss Kent, virtually born to the stage, grows to young womanhood and falls in love with a dashing balloonist. Eventually there prove to be too many balloons in the way of true love and so the romance goes up in the air. Next to be attracted to Miss Kent's charms is Donald, a young man of aristocratic lineage. In time the pair marry and there follow some silly disagreements and mistaken mixups, but all ends well.

There is a varied assortment of characters wandering around the periphery of the story, many touched with warmth, subtlety and affectionate absurdity. A Two Cities Film, it was produced by Hugh Stewart and directed by Brian Desmond Hurst, from a screenplay by C. Dennis Freeman.

Running time, 95 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Benefits from Ads

(Continued from page 1)

tising in connection with the exhibition of Universal's pictures on a day-and-date basis will be the primary consideration in distribution and merchandising for the next six months, it was pointed out.

Scully cited the success of spending the bulk of the advertising dollar for the benefit of the local exhibitor and in this connection stated that Universal's advertising dollar produces most effective results for all Universal accounts.

The New York meetings, which were attended by the company's Eastern field forces and home office executives, will be followed by similar meetings for Southern and Western sales personnel starting tomorrow at the Hotel Chase in St. Louis.

Included in the releases for the next six months are: February, "Borderline," "Francis"; March, "The Kid from Texas," "Buccaneer's Girl," "Outside the Wall"; April, "Ma and

Pa Kettle Go to Town," "Death on a Side Street"; May, "Comanche Territory," "I Was a Shoplifter"; June, "Curtain Call at Cactus Creek," "Sierra"; July, "Deported," "Louisa," "Confidential Squad."

David A. Lipton, national director of advertising-publicity, declared that U-I will intensify its pattern of key city world premieres backed by territorial promotions to provide the greatest amount of penetration.

Lipton stated also that all-out campaigns are being launched as the first foot of film is shot so that penetration can succeed in giving a picture an identity prior to its local showing. He emphasized that U-I will continue personal appearances of stars and "behind-the-scene" personalities backed up by special events, national radio coverage and greater point-of-sale advertising. Highlighting advertising plans for the next six months will be the off-the-amusement-page type of newspaper advertising.

Taylor Set for 'Vadis'

Robert Taylor has been set for the lead in M-G-M's "Quo Vadis," scheduled to start in Italy May 29. Mervyn LeRoy, director, will sail for England on the S.S. *Queen Mary* Saturday to make tests of English and Italian players for the cast. Sam Zimbalist, producer, will leave for Rome shortly after LeRoy's return to Hollywood early in February.

Lee Cugel, Pioneer

Word was received here at the weekend from West Palm Beach, Fla., of the death there last Tuesday of Lee Cugel, pioneer publicist in the industry during its beginning. One of his top associations was as publicist for the old World Film Co.

Theatre Manager Killed

HOLLYWOOD, Jan. 22.—Services will be held tomorrow for Robert F. Duke, 41, manager of Fox West Coast's Los Angeles Theatre, who was instantly killed Thursday night by a hit-and-run driver in Glendale.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.

To Screen 'Pagliacci'

A screening of the Italian film, "Pagliacci," will be held at the Museum of Modern Art here on Thursday under the auspices of the Motion Picture Association of America, with the sponsorship of Dr. Sigmund Spaeth and Margaret Lowry, motion picture chairman of the National Federation of Music Clubs. The film released by Motion Picture Sales Corp., will open at the Little Carnegie Theatre here soon.

2 More Years for Power

MEXICO CITY, Jan. 22.—Two more years of pictures, then resumption of stage acting was the tentative plan Tyrone Power revealed in an interview here. Power explained that his return to the stage will be in the nature of an experiment, limited at first, to two plays, "Hamlet" and "Cyrano de Bergerac." His stage experience includes playing "Romeo and Juliet" with Katherine Cornell.

Representing Cowan

Motion Picture Sales Corp., headed by Neil Agnew and Charles L. Casanave, will act as producer's representative for Lester Cowan's "Love Happy," United Artists release, according to MPSC here.

NCA Overruled by Mpls. Licensing Group on Theatre

MINNEAPOLIS, Jan. 22.—North Central Allied has been overruled in its protest against the erection by Ralph Green of a \$300,000 theatre here with a large adjoining parking lot.

The licensing committee of the city council approved construction of the theatre, leaving undecided the argument whether or not it had the right to base licensing on competitive factors.

Stanley Kane, executive counsel of NCA, had indicated that his organization was opposed to the project because of over-seating and poor box-office conditions. Kane said he thought it "quite proper" that the council should consider the economic argument when, as the result of the economics of theatre operation, the public interest was directly involved.

Sues for Accounting Of WB-USP Deal

LOS ANGELES, Jan. 22.—Irving M. Mencher of New York, a minority stockholder of Warner Brothers, filed suit in Federal court here on Friday against that company, United States Pictures, Harry M. and Jack L. Warner, Milton Sperling and Morris Wolf.

Mencher asked that USP be made to give an accounting of profits derived from a producing deal with Warner for six pictures, with Warner furnishing talent and facilities. The complaint charges that the contract allowed USP to make large profits at the expense of Warner stockholders.

Loses Oriental Appeal

CHICAGO, Jan. 22.—Essaness Circuit was over-ruled in its appeal before master-in-chancery Thomas J. Sheehan on Friday who again said in a final report to the Circuit Court of Cook County that the Booth Management Corp. should be appointed as the new operators of the Oriental Theatre, currently operated by Essaness. A final hearing based on the master's findings is to be held during the week before Circuit Judge Cornelius B. Harrington.

Returns to Burlesque

CHICAGO, Jan. 22.—After five years of a straight film policy, the Rialto on the Loop here will return to burlesque, plus a feature film, on Feb. 27. Nat Barger, current operator, has leased the house to Phil Rosenberg and Richard Zeisler.

**BANKING FOR THE
MOTION PICTURE
INDUSTRY**

**BANKERS TRUST
COMPANY**
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

E-L Answers 7,200 Appeals for Early 'Treason' Film Dates

Producer Edward A. Golden and Eagle-Lion sales and advertising-publicity executives have answered in the past several weeks some 7,200 letters from all parts of the country urging release at an early date of "Guilty of Treason," Jack Wrather production based on the trial of Cardinal Mindszenty, imprisoned Primate of Hungary.

E-L advertising-publicity director Leon Brandt said the film has been booked into 400 key and subsequent key theatres in New England, Ohio, Indiana and Kentucky beginning Feb. 8. Picture is scheduled to open in Chicago, Detroit, Milwaukee and Minneapolis Feb. 22. Promotion of the picture will employ radio, newspapers and television, Brandt said.

Move U-I Press Book Department to Coast

Universal-International's press book department has been transferred from the home office to the Coast, where it will be under the supervision of David A. Lipton, national advertising-publicity director.

Charles Cohen, assistant to Henry Linet, Eastern advertising manager, and head of the press book department, declined to be transferred and will seek another association.

Unite in Tax Fight

(Continued from page 1)

of Allied of New Jersey, and John Phillips and Morton Sunshine, of Metropolitan Motion Picture Theatres Association and Independent Theatre Owners, respectively.

Over-all committee in the area envisions millions of protests being forwarded to Congress as a result of the campaign.

Appointed to serve on the distributors committee are: Columbia, Nat Cohn and Saul Trauner; Eagle-Lion, Harrison Duddleson; Film Classics, George Waldman; M-G-M, Jack Bowen, Ralph Pielow and Lou Allerhand; Monogram, Nat Furst; National Screen, Harold Bennett; Paramount, Henry Randall and Myron Sattler; Republic, William Murphy and Robert Fannon; RKO, Len Gruenberg and Phil Hodes; Screen Guild, Dave Sohmer; 20th Century-Fox, Martin Moskowitz; United Artists, Abe Dickstein; Universal, David Levy; Warner Brothers, Norman Ayres and Ben Abner.

Russian Deal

(Continued from page 1)

him to confer at length with Motion Picture Association of America president Eric A. Johnston on the Soviet Union deal possibilities before making a formal report to the industry. Johnston presided at the meeting, and has since returned to Washington.

The belief in foreign management circles here is that the Soviet Ministry of Cinematograph would like to buy only a few Hollywood films at \$50,000 apiece, rather than a block of 20 at \$1,000,000 which is the sort of deal the American companies are seeking with a view to getting "proper representation" on Russian screens.

Review

"Radar Secret Service"

(Lippert)

Hollywood, Jan. 22

A STATEMENT from an unseen narrator about the wartime wonders worked by radar prepares the audience of this Lippert production to accept the fantastic events to follow. Barney Sarecky, producing for executive producer Robert L. Lippert, evidently intended this vehicle for children and devotees of scientific fiction. Sam Newfield directed, from the Beryl Sachs script.

Looking into the future, the audience is informed that radar has been developed to such an extent that law enforcement authorities seated in their headquarters can twist appropriate dials and bring in, on a small screen, a picture of a roving truck carrying atomic materials, at the same time following the car occupied by the crooks who hijack the truck and the police car which pursues them. This can be done only when the atomic material is in motion, a provision which allows the criminals opportunity to run out a standard tale of double crossings, personal battles, etc., before a helicopter finally takes to the air and, after locating their hideout by radar, hounds them to their capture.

With the emphasis on plot the cast turns in adequate performances. John Howard, Adele Jergens, Tom Neal, Myrna Dell, Sid Melton, Ralph Byrd and Pierre Watkin head the cast.

Running time, 59 minutes. General audience classification. Release date, Jan. 28.

Rosenow Succeeds Gins in Variety

BUFFALO, Jan. 22.—William F. Rosenow, Screen Guild branch manager here, is the new Variety Club director, succeeding Joe Gins, former local Universal-International branch manager who has been named U-I's Cincinnati branch manager. A farewell luncheon for Gins was sponsored by the trade at the Variety Club here last week.

Skouras Acceptance

Spyros Skouras, 20th Century-Fox president, on Friday accepted on behalf of the Greek government a motion picture on the Sister Kenny method of infantile paralysis treatment and a projection machine. Sister Kenny made the presentation, the gifts to be sent to Greece for use there.

Korda Suit

(Continued from page 1)

owns the American as well as the English copyright to "The Third Man" and asserts that Selznick has not been given delivery of authorized prints or documents clearing licensing of the picture by him.

The complaint charges that Selznick brought with him from England recently a print of "The Third Man" from which he made a duplicate negative and charges that he proposes to strike off 300 to 400 positive prints from it.

Earlier last week Korda filed an action here which seeks to dissolve a reciprocal distribution deal he made with Selznick charging the latter with having breached the agreement.

Plan 'Third Man' Chicago Run Starting Feb. 9

CHICAGO, Jan. 22.—Selznick Releasing Organization's "The Third Man" has been tentatively set to open on Feb. 9 at the Selwyn Theatre, following "The Red Shoes," which will have run 59 weeks. A reserved seat premiere will be held for the Nathan Goldblatt Memorial Cancer Fund on Feb. 8, with subsequent showing to be on a continuous basis with a straight 98-cent admission.

Help make Better Americans—Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

Address Forum on Quality of Films

ALBANY, N. Y., Jan. 22.—Proposals to better the lot of the movie-goer, both in the quality of films and the physical conditions of theatres, were discussed by four speakers at a Columbia community forum at Nassau at the weekend. Speakers were Dr. Hugh M. Flick, director of the state's Education Department film division (censorship); Daniel Houlihan, local 20th Century-Fox manager; Milton Kravitz, manager of the Colonial Theatre, Albany, and Cliff Bradt, film critic of the Albany Knickerbocker News.

All speakers granted that Hollywood makes many good films, some of which are not sufficiently appreciated by the public. Kravitz urged refurbishing of secondary-run houses in order to draw a better audience.

Sadoff Turns First-Run

STOUX CITY, Ia., Jan. 22.—The Fourth Street Theatre, run by Abe Sadoff, will join the first-runs Feb. 10 with "Malaya."

Brooks in New Circuit Post

DETROIT, Jan. 22.—J. O. Brooks, Butterfield Theatres' chief film buyer and booker, will direct a new department for supervising and co-ordinating all advertising, publicity, exploitation and public relations activities, M. F. Gowthorpe, president and general manager, discloses.

Ed Stuckey, who has been branch manager for Paramount, will join Butterfield to take charge of buying and booking.

Pete Wood Will Be Replaced Pro Tem

COLUMBUS, Jan. 22.—Independent Theatre Owners of Ohio will employ a substitute for Pete Wood, executive secretary and business manager, who has been given a leave of absence, with full pay, to recuperate from recent illness. On Wood's return, his replacement will act as field representative for the organization.

Drive-ins Set Tax Meet

CHARLOTTE, Jan. 22.—A meeting of the Drive-in Theatre Owners Association, Inc. of North Carolina to formulate an anti-tax program for their industry will be held here on Feb. 5.

Chicago Drive-in

(Continued from page 1)

has the power to keep certain business out of certain zones, but that it cannot issue a blanket ordinance banning a type of business from the city.

"No city has the power to prohibit a legitimate business," he stated. "If the city were to issue a theatre permit, it would be unlawful to discriminate whether it be an outdoor or indoor theatre," he affirmed.

The ruling will stand as final unless the city appeals within 20 days.

You're TERRIFIC...
"Francis"
Boxoffice
"More laughs to a yard of film than this reviewer has heard in a long time."
Coming from U.I.



Benny Berger

HITS
THE

BULLS-EYE



"I wish to urge all theatre owners to put on their overalls and start posting one-sheets and getting heralds and window cards distributed again. The public has money to spend, and the theatre owners should get their percentage of the money in circulation. This can be done by every good showman."



Excerpt from prophecy by

BENJAMIN N. BERGER

President, North Central

Allied Independent Theatre Owners

in "INDUSTRY LOOKS INTO A HOROSCOPE"

GREATER AMUSEMENTS,

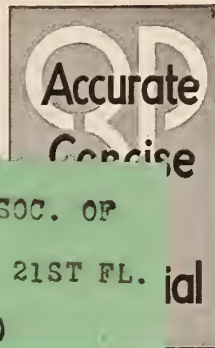
December 23, 1949

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY





MOTION PICTURE DAI



VOL. 67. NO. 16

NEW YORK, U.S.A., TUESDAY, JANUARY 24, 1950

TEN CENTS

Para. Sale of DuMont Stock Reported Near

*Several 'Interested' at
Price Over \$10.3-Million*

Impending sale of Paramount Pictures' 30 per cent stock interest in Allen B. DuMont Laboratories, Inc., a price in excess of the approximate current market value of \$10,300,000 was reported in financial and trade circles here yesterday. While lending credence to the reports, Paramount home office sources declined to divulge details.

Among the concerns which reportedly have shown active interest in acquisition of the stock are General Electric, Westinghouse, Emerson Radio, Afco (Crosley) and Dillon, Reed and Co., investment firm.

DuMont manufactures and sells television sets and various types of electronic equipment and devices, and operates three video stations, one each in New York, Pittsburgh and Washington.

Paramount's 30 per cent ownership
(Continued on page 3)

Weigh Transfer of Information Setup To the State Dept.

WASHINGTON, Jan. 23.—Top officials of the State Department and Economic Cooperation Administration are discussing the advisability of transferring the information media guaranty program, including motion pictures, from the ECA to the State Department.

If the transfer were decided on, it might mean considerably less funds for the program. The guaranty pro-
(Continued on page 3)

Drive-in Permits Cannot Be Revoked

Boston, Jan. 23 — Mayor John B. Hynes of Boston stated that the city law department has notified him that the permits for drive-in theatres granted by former Mayor Curley "could not legally be revoked." This ends the drive-in controversy in Boston.

COMPO Tax Unit Launches All-Out Barrage Thursday

The precision-equipped machinery set up by the Council of Motion Picture Organization's taxation committee will start rolling Thursday to take the industry's all-out assault against the 20 per cent Federal admission tax into every corner of the nation.

Anticipating the repeal of admission taxes on films would not be included in President Truman's budget recommendations, the COMPO taxation committee withheld release of its barrage until this week, committee spokesmen declared here yesterday.

On Thursday there will be shipped to the 31 exchange centers the following: 20,000,000 individual petitions for signature by film theatre patrons; 35,000 eight-page recommendation bro-
(Continued on page 8)

Rank-Managers Row May Go to Courts

LONDON, Jan. 23.—The Circuits Managements Association is seeking legal advice in the possibility of asking high court action in its dispute with the J. Arthur Rank Organization over cutting of Odeon and Gaumont-British theatre managers' salaries.

The cuts became operative today. A last-minute endeavor to postpone
(Continued on page 3)

Patrons to Benefit from Tax Repeal, Showmen Say

An unofficial poll of "a substantial number" of exhibitors across the country has revealed that they plan to have their patrons benefit in terms of reduced admission prices if the industry succeeds in winning repeal of the 20 per cent Federal ticket tax.

This was disclosed jointly yesterday by Council of Motion Picture Organizations taxation committee member Oscar A. Doob and committee aide Henderson M. Richey at an interview at Loew's home office.

It was emphasized that the two spoke in this connection as Loew's executives and not in behalf of the COMPO taxation committee, which has not yet officially committed the industry on whether the public would benefit from elimination of the tax.

Doob declared emphatically, how-
(Continued on page 8)

TRUMAN SILENT ON TICKET TAX

Revenue Good At N. Y. Runs

A pair of "Hearts" and "Ambush" are sparking the box-office activity at New York first-runs this week. Business generally is good, although a few dull spots are holding down the average. Regents school week, which began yesterday, doubtless will help the matinee trade.

"My Foolish Heart" with the stage show is fairly impressive at the Music Hall where the first week's gross is estimated at \$130,000. "Ambush," with the Ink Spots, Sam Levenson and others on stage, is clicking at the Capitol
(Continued on page 2)

Technicolor Decree Seen Before Trial

HOLLYWOOD, Jan. 23.—The possibility that Technicolor and the Justice Department may reach an agreement on a consent decree without taking the anti-trust case to trial next Monday as scheduled loomed today as Technicolor attorney Hugh Fulton and William C. Dixon, executive in charge of the anti-trust division on
(Continued on page 3)

Message to Congress Omits It; Industry to Go to Public, Solons

By J. A. OTTEN

WASHINGTON, Jan. 23.—President Truman today asked Congress to cut some excise taxes, but left the admission tax cut out in the cold.

Moreover, he made the industry's job even harder by issuing very thinly veiled warnings of a Presidential tax veto of any "quickie" excise-cutting tax bill that does not raise as much revenue by other tax increases as it loses revenue in excise cuts. And since Congressmen do not want to raise taxes very much in an election year, there is great question whether a lucrative levy like the admission tax could be included in any excise-reduction program.

Other recommendations made by the President: tightening the capital gains
(Continued on page 8)

Move to Free New Griffith Company From Trust Action

OKLAHOMA CITY, Jan. 23.—Original defendants in the Griffith anti-trust case today asked Federal Judge Edgar S. Vaughn to deny a government request to include the new Video Independent Theatres, Inc., as a defendant in the 11-year-old lawsuit. Video Independent was organized two months ago with several former Griffith executives as officers. Henry Griffing,
(Continued on page 3)

Newsreels Back in Embassy Theatres

Embassy Theatre on Broadway between 47th and 46th, pioneer newsreel house which switched recently to a feature policy, has restored newsreels to its hour-long program. In addition, the Embassy at 42nd and Park Ave. is again showing an all-newsreel program until five P.M. when a feature is added.

Coast United Appeal Reaches \$1,333,724

Hollywood, Jan. 23.—Fifth annual United Appeal subscriptions totaled \$1,333,724 at the weekend, chairman Y. Frank Freeman announced. The amount exceeds the previous year's total by more than \$100,000, but this year's quota was raised to \$1,350,000, which it is believed may be reached by the end of the campaign on Feb. 10.

N.Y. Screen Directors Reelect Jack Glenn

Jack Glenn, senior director of the March of Time here, has been reelected president of the Eastern Screen Directors Guild. Other officers elected were: Dana Noyes, first vice-president; Cullen Landis, second vice-president; Leslie Roush, recording secretary; John Flory, corresponding secretary; Warren Murray, treasurer; Joseph Henabery, Gene Martel, William Resnick, Herbert Kerkow and Howard O'Neill, members of the board of directors; chairman William Alley, Broder Petersen and Samuel Datlowe, members of the auditing committee.

Honored at the Guild's fifth annual convention banquet, Saturday night, was producer Robert Flaherty. Film critic Gilbert Seldes was chief speaker at the dinner-meeting, held at New York's Hotel Shelburne. As usual, Seldes' remarks were concerned chiefly with criticism of the intelligence of most motion pictures and persons in it.

'Two Jima' to Open In Capital Tonight

Republic executives headed by president Herbert J. Yates and James R. Grainger, executive vice-president, are joining a Hollywood contingent, officers of the Marine Corps, and civic dignitaries at the opening of Republic's "Sands of Iwo Jima" at the Warner Theatre in Washington, where the Marine saga has a special premiere tonight at the Ambassador and Metropolitan Theatres, with the picture opening a day-and-date engagement at the Warner and Ambassador theatres tomorrow.

Edward L. Walton, assistant general sales manager; Walter L. Titus, Jr., division manager; and John Petruskas, Jr., treasurer, will arrive there today for the premiere. William Martin Saal, executive assistant to Yates, and Steve Edwards, director of advertising-publicity, have been in Washington for several days.

Services Tomorrow For Alan Hale, 57

HOLLYWOOD, Jan. 23.—Funeral services for Alan Hale, 57, veteran actor who died on Sunday from pneumonia, will be held Wednesday afternoon at the Church of Reconciliation, Forest Lawn. Hale's final illness followed a cold contracted during a recent trip to Helena, Mont., for the premiere of "Montana," in which he appeared.

Personal Mention

ERIC JOHNSTON is at Miami Beach for a meeting of the board of directors of the United States Chamber of Commerce, of which he is a past president.

LEON J. BAMBERGER, RKO Radio sales promotion manager, will attend the annual convention of the United Theatre Owners of Illinois at Springfield, Ill., on Feb. 9-10.

MORRIS MECHANIC, owner of the New and Centre theatres, Baltimore, will be in New York this week from that city.

HAZEN L. FUNK, former manager of the Great Lakes Theatre, Detroit, has been named purchasing agent for that city.

PERRY LIEBER, RKO Radio studio publicity head, has returned to the Coast from New York and Boston.

LOU J. KAUFMAN, Warner Theatres executive, will leave here today for Washington.

JOSEPH H. HAZEN, Hal Wallis Productions vice-president, will leave here for Hollywood late this week.

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will speak before the Publicity Club and the Federation of Women's Clubs, Chicago, on Thursday and Friday, respectively.

MICHEL FERRY, manager of Tele-Productions and public relations chief for Universal Pictures, both French companies, has arrived here from Paris for a 10-day stay.

MARVIN ARENT, head booker for the Skirball Brothers circuit, Cleveland, will be married this summer to Miss LYNN COHNE of Salt Lake City and Washington.

CARROLL PUCIATO, Realart manager of exchange operations, has left here on a tour of Eastern and Midwestern exchanges.

N. Y. REVENUE GOOD

(Continued from page 1)

where the initial week's take is figured at \$77,000. Another good newcomer is "The Hasty Heart" with Gordon McRae topping a stage bill at the Strand which should reach a first week's gross of \$48,000.

"Thelma Jordon" with Bill Lawrence and Jerry Wald among others on stage promises to wind up a moderate first week at the Paramount with \$60,000. "Samson and Delilah" is likely to provide the Rivoli with a fairly hefty \$47,000 in its fifth week, representing a handsome increase over previous weeks when the film also was playing the Paramount.

"Whirlpool" with the Copacabana Revue and Andy Russell on stage probably will bring in about \$47,000 in its final six days, one short of a full second week, at the Roxy, representing rather sluggish business. Invitational premiere of "12 O'Clock High" is set for Thursday evening at the Roxy with the regular run of the film to start on Friday.

"East Side, West Side" business is meager at the State which looks for only \$90,000 in a fifth week. "Red Light" is so-so at the Globe where the final five days (two short of a

second week) probably will provide an estimated \$7,000. The Globe's next is "Backfire," going in on Thursday.

"Sands of Iwo Jima" is continuing at a splendid clip at the Mayfair where the fourth week's income is estimated at \$35,000. "Man on the Eiffel Tower" will open at the Criterion on Saturday, following "South Sea Sinner." The latter appears headed for a mild gross of \$8,000 in its second and final week.

"Tight Little Island" is showing plenty of holding power at the pint-sized Trans-Lux where the fourth week's revenue is estimated at \$12,000, constituting a nice increase over the third; business last Sunday, which started the fifth week, was better than any previous Sunday. "Battleground" probably will do about \$23,000 in a fairly substantial 11th week at the Astor. "Fallen Idol" at the Sutton, holding up well, is likely to take about \$6,500 in a 10th week.

Slipping somewhat but still more than adequate, "All the King's Men" should give the Victoria about \$11,000 in its 11th week. Almost as strong as ever, "The Red Shoes" has about \$8,000 apparent for a 66th week.

Harold B. Johnson, 59

MINNEAPOLIS, Jan. 23.—Word has been received here from Omaha of the death on Jan. 17 of Harold B. Johnson, 59, former Minneapolis and Omaha Universal branch manager. He entered exhibition at Rush City, Minn.

Charles Kreighbaum, 53

ROCHESTER, Ind., Jan. 23.—Charles Kreighbaum, 53, retired theatre owner who formerly operated theatres here and in Lafayette, Ind., died at his home of a heart attack yesterday. The widow, a daughter and two brothers survive.

Heads Palsy Group

DETROIT, Jan. 23.—Earl Hudson, president of United Detroit Theatres, has been appointed president of the newly-organized United Cerebral Palsy Association of Michigan, Inc. Hudson turned over his office as headquarters for the new organization.

Corinne Luchaire, 28

PARIS, Jan. 23.—Corinne Luchaire, 28, film actress who was convicted of collaborating with the Germans during the occupation, died here yesterday of tuberculosis.

Out-of-Town Ad Men Arriving For 20th-Fox Meet

Gathering for 20th Century-Fox's second showmanship meeting, out-of-town advertising chiefs of the nation's circuits, will arrive today to prepare for the meeting which will get underway tomorrow at the company's home office here.

They will join 20th-Fox home office executives, members of the company's field staff and leading advertising men of New York's theatres for a three-day session which will include the showing of "When Willie Comes Marching Home," "Mother Didn't Tell Me," "Twelve O'Clock High" and "Three Came Home."

The theatremen will present their ideas on the campaigns to be incorporated in the plans 20th Century-Fox is currently making for the pictures.

Lippert Sets First Nat'l Ad Campaign

HOLLYWOOD, Jan. 23.—Robert L. Lippert has signed the William Kester Advertising Agency to handle a national advertising campaign, first in company history, on "Baron of Arizona." Lippert vice-president William M. Pizor and general sales manager Arthur Greenblatt today began a series of conferences at the studio.

2 English Producers Due Here Tomorrow

Frederick Baden Powell Weill and N. A. Bronsten, heads of Independent Sovereign Films, England, will arrive here tomorrow from London for conferences with John Wildberg, stage producer, and Philip Yordan, writer, on the possibilities of film production in England of plays produced here.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SAMUEL GOLDWYN'S
"MY FOOLISH HEART"
starring
Dana ANDREWS - Susan HAYWARD
Directed by MARK ROBSON
Distributed by RKO RADIO PICTURES
SPECTACULAR STAGE PRESENTATION

Presenting
BARBARA STANWYCK
WENDELL COREY
• HAL WALLIS' production
"Thelma Jordon"
IN PERSON
BILL LAWRENCE
JEAN CARROLL
DOROTHY CLARE
THE JAYWALKERS
with
JERRY WALD
His Clarinet and Orch.
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
HEDY LAMARR • VICTOR MATURE • GEORGE SANDERS
ANGELA LANSBURY • HENRY WILCOXON
See the destruction of the Temple on the MAGIC CYCLODRAMIC SCREEN!
RIVOLI
5 WAY AT 20th ST

MacDonald to Head New FWC District In No. California

LOS ANGELES, Jan. 23.—Plans are being formulated by Fox West Coast to have Northern California become a five-district division instead of the present four. Herman Kerskin will continue as district manager in San Francisco; Reeder will continue as district manager of the East Bay; James Runte's Valley district will be divided, with C. E. MacDonald, formerly manager in San Francisco and Fresno, taking over the new fifth district comprising parts of Runte's original district in addition to new territory.

Harry Seiple continues unchanged as district manager of the Peninsula.

Monogram to Make 'Case History' Film

HOLLYWOOD, Jan. 23.—"Problems arising from a young girl's frigidity in marriage" is the subject of "A Modern Marriage" which David Diamond will produce for Monogram under arrangements concluded today, according to an announcement by Monogram president Steve Broidy. The story is based on a case history from the files of the American Institute of Family Relations and the film will carry a foreword by Dr. Paul Popenoe, Institute director. The studio said the Johnston office has okayed the script. William Broidy will be associate producer.

Finish Preparations For Air Force Party

The Air Force Association completed final preparations yesterday for its Thursday festivities honoring the Eighth Air Force on its eighth anniversary. Headed by Gen. Carl A. Spaatz, air force personnel will attend the group's "Twelve O'Clock High" luncheon Thursday at the Waldorf Astoria. At eight P.M. the same evening the Air Force leaders, in addition to 3,500 enlisted men, will attend the premiere at the Roxy Theatre here.

Weigh Transfer

(Continued from page 1)

gram would be lumped with the State Department's overseas information program, and it is almost certain that the appropriation for the combined program would not equal the total for the two separately. It is for this reason that State is opposing the transfer. On the other hand, ECA officials feel that the guaranty program takes up money and personnel better used elsewhere, and are wondering whether it might not be advisable, if the transfer is vetoed, to drop the program entirely after this year. A final decision is expected in the next three months.

Rank-Managers Row

(Continued from page 1)

the cuts until suggested arbitration on the matter has been concluded met with no favorable results from the managers' standpoint. The meeting looking toward this end was described by a Rank spokesman as "frank and friendly," but it was also admittedly "abortive."

TV an 'Exciting Challenge' To Industry: Goldwyn

CHICAGO, Jan. 23.—"Television is an exciting challenge—not a threat—to the motion picture industry," Samuel Goldwyn said today in his suite at the Ambassador East Hotel before leaving on the Century for New York.

"Television is only a threat to the poor pictures," he said. "TV calls for showmanship on a grand scale and there is no greater concentration of that than in Hollywood. It will supplement rather than replace the existing theatre market," Goldwyn predicted. "People are not going to stop going to the theatres."

The trend toward greater economy has improved, rather than hurt the quality of today's films, he said. Loss of foreign revenues and other factors have forced producers to pay more attention to stories, with the result that the quality of pictures is much better today than ever before. "I have always insisted that no picture could be better than its story. Too many producers have overlooked this."

"Today a star must have not only all the qualities demanded in the past, but must also be an outstanding actor," he said. "As a result, I think they are much better than those of the past generations. Actually, the public has a right to expect more of Hollywood next year than ever before—and I feel that Hollywood will come through."

Samuel Goldwyn, who will arrive in New York this morning with Mrs. Goldwyn and attorney George Slaff, will receive an award from the New York State Federation of Women's Clubs tomorrow. On Monday, he will receive a scroll from the Women's City Club of Boston and attend the New England premiere of his "My Foolish Heart" in that city.

He and Mrs. Goldwyn will return to California in about three weeks to approve the finally cut production of "Edge of Doom" before its first preview.

Griffith Action

(Continued from page 1)

formerly chief counsel for Griffith Amusement Co., an original defendant, is president of the new concern.

The government affidavit in support of its motion to revise the list of defendants contained errors of fact, defense lawyers contended in a brief oral argument today between them. Justice Department men will be heard by Vaught tomorrow.

Milton Kallis, Justice Department attorney, asked that the matter be postponed until tomorrow because he had not had time to study the memorandum brief filed by the defendants. The brief was filed only a few minutes before today's proceedings began.

The original defendants contend that Video Independent Theatres has not gained ownership of the Griffith properties, but only a 10-year renewable sub-lease. The sub-lease clearly states, they said, that it is subject to any court decree that may be entered affecting the lessor in the case filed in 1939. Quoting from the sub-lease, the brief says:

"This sub-lease insofar as it pertains to any theatre or theatres ordered divested by such decree, shall be subject to cancellation without notice by sub-lessors upon compliance with terms of said decree."

The government is asking Vaught to order divestiture of the circuits in compliance with the U. S. Supreme Court mandate which held them guilty of anti-trust violations.

The government also is seeking to name Theater Enterprises, Inc., of Dallas, as a defendant.

Television Workers Chose Local No. 764

In the first National Labor Relations Board election for television wardrobe attendants, Columbia Broadcasting workers in this category have chosen IATSE Local No. 764 as their collective bargaining agent. Petition for a similar election at NBC Television has been filed by the local.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Korda Files Third 'Third Man' Suit

Sir Alexander Korda's London Films filed its third suit in U. S. District Court here yesterday to prevent David O. Selznick from releasing Korda's "The Third Man" in this country.

Yesterday's action, charging copyright infringement, was filed by Schwartz and Frohlich, Korda's New York counsel, and named Selznick Releasing Organization and Vanguard Films as defendants. Korda claims the agreement under which Selznick obtained American distribution rights to the picture was breached by the latter.

Crowds Hail German Opening of 'Francis'

WIESBADEN, Germany, Jan. 23.—A boisterous welcome was given the "Francis" junketeers at the world premiere of the Universal-International comedy at the Command Theatre here. Seven generals were among the officers who welcomed the Hollywood group. In an address, Lt. Gen. Cannon emphasized the entertainment needs for troops now stationed here.

Para. DuMont Stock

(Continued from page 1)

is in the form of 560,000 shares of DuMont Class B stock, representing the total outstanding of that issue, and 43,200 shares of Class A. The film company's total investment in DuMont amounted to only \$164,000, and the stock was carried at that amount on its *pro forma* consolidated balance sheet in advance of formation of the company and the demise of the parent corporation, Paramount Pictures, Inc., on Jan. 1.

Paul Raibourn, Paramount vice-president in charge of television, said at a Federal Communications Commission hearing more than a year ago that the company would be willing to sell the stock at \$10,000,000. The price has gone up since.

"Francis" take a Bow!

DAILY VARIETY DAILY

... "U-I's FRANCIS is one of the sweetest pieces of entertainment to come out of Hollywood."

— Coming from U.I.

FOR THE LOVE OF MIKE

A GREAT
BOOK BECOMES
A GREATER
PICTURE!



DICK POWELL · EVELYN KEYES

in "MRS. MIKE" with J. M. KERRIGAN · ANGELA CLARKE

EXECUTIVE PRODUCER SAMUEL BISCHOFF · PRODUCER EDWARD GROSS

DIRECTED BY LOUIS KING · Screenplay by Alfred Lewis Levitt and DeWitt Bodeen

Based on the novel by Benedict and Nancy Freedman

PRESENTED BY NASSOUR STUDIO IN ASSOCIATION WITH HUNTINGTON HARTFORD

MRS. MIKE") **WHAT BUSINESS!**
that is!

IN PITTSBURGH, BUFFALO,
SAN FRANCISCO, BALTIMORE,
DAYTON, AKRON, SEATTLE—
WHEREVER THIS GREAT PIC-
TURE IS PLAYING—OPENING
DAY BUSINESS EQUALS OR
TOPS ANYTHING UNITED
ARTISTS HAS RELEASED
IN YEARS!

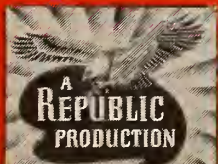
In Vancouver, despite worst snowfall in history, the picture established two house records and in three other Canadian engagements, doubled average grosses!

Masterful — no other description can suffice!," says Boxoffice, and masterful, too, is the business thru **UA!**

FROM COAST-TO COAST
THE TOP NEWSPAPER

WOMEN OF AMERICA ARE APPLAUDING

REPUBLIC'S "SANDS OF
IWO JIMA"



LOVE
MOTION P
"San
clasi
and
fin



E



**VIRGINIA
MacPHERSON**

UNITED PRESS - Hollywood Clu

"...an unforgettable picture r
in memorable scenes and
performances... a great co
poignant tribute to our by
who fought and won th
in the Pacific..."

J. PARSONS
INTERNATIONAL NEWS SERVICE

"Jima' is a
Marines...
really
of 1940!"



HEDDA HOPPER

CHICAGO TRIBUNE, N. Y. SUN SYNDICATE

"A fine war picture... John Wayne
gives it a fighting heart!"



ELIZABETH WILSON

LIBERTY MAGAZINE

"Sands of Iwo Jima' is an exciting,
emotional experience—a tender
love story—a strong bid for
Academy honors!"

DRABEL MUIR

L. A. MIRROR—N. Y. DAILY NEWS

"It's a great picture
with a terrific
wallop!"



SHEILAH GRAHAM

NORTH AMERICAN NEWSPAPER ALLIANCE

"An excellent production
from start to finish...
thoroughly absorbing...
Wayne is superb!"



EDITH GWYNN

L. A. Mirror—N. Y. Herald-Tribune

"It has everything
right down the line.
In addition it has
John Wayne at
his best!"

REELMAN

D TELEGRAM & THE SUN

"is an excellent
war drama!"



HORTENSE MORTON

SAN FRANCISCO EXAMINER

"It's a grand picture...
for the
Academy Award!"



ANN MARSTERS

CHICAGO HERALD-EXAMINER

"Ranks among the best... big,
impressive! John Wayne
has never given a finer
performance!"



EMELIA HODEL

SAN FRANCISCO NEWS

"The picture has a terrific
emotional wallop. It is
certain to be considered
for an Academy
Award!"

ATE CAMERON

NEW YORK DAILY NEWS

"The producers of Republic
pictures have come up with
a candid war film!"

HERBERT J. YATES
presents

**SANDS OF
IWO JIMA**
starring
JOHN WAYNE
co-starring

JOHN AGAR · ADELE MARA · FORREST TUCKER

with WALLY CASSELL · JAMES BROWN · RICHARD WEBB · ARTHUR FRANZ

JULIE BISHOP · JAMES HOLDEN · PETER COE · RICHARD JAECKEL

Screenplay by Harry Brown—James Edward Grant • Story by Harry Brown

DIRECTED BY
ALLAN DWAN · EDMUND GRAINGER

ASSOCIATE PRODUCER



Upstate New York Girds for Tax Fight on All Fronts

ALBANY, N. Y., Jan. 23.—Plans for a three-pronged drive—to the public, Congress, and the state legislature—to eliminate the 20 per cent Federal amusement tax and to avert its replacement by local levies were outlined at a meeting of Albany district exchange men today.

Dan Houlihan, local 20th-Fox manager, presided. Managers of 10 exchanges attended. Also, Saul J. Ullman, general manager, Fabian Upstate; Larry Cowen, state publicity director of Fabian, and a spokesman for Harry Lamont, representing independent exhibitors.

Edward J. Wall, Paramount publicity director upstate, was named publicity chairman for distributors.

The meeting was called following Governor Dewey's weekend statement that "wartime taxes are needlessly in effect" on theatre admissions as well as other fields. Dewey urged their immediate repeal.

Ullman announced he would call a meeting of exhibitors later in the week to select a chairman for the exhibitors' division.

City Passes Ticket Tax

PARIS, Tenn., Jan. 23.—The city has passed a two per cent tax on theatre grosses. This tax replaces a state levy formerly in effect, but which was modified so that each city may obtain revenue from theatres within their corporate limits.

Truman Silent on Tax Cut

(Continued from page 1)

tax to eliminate such loopholes as the "single-picture" film company; easier tax treatment of funds frozen abroad and other foreign income; higher incomes taxes on corporations with more than \$50,000 income, but some relief for so-called "notch" concerns netting between \$25,000 and \$50,000; extending the loss carry-forward provision from two to five years, and higher estate and gift taxes.

Not a 'Retail' Levy

While the President's tax message said reductions are "most urgently needed" in the entire "group of retail excises," Treasury and Congressional tax experts said the admission tax is not considered a retail levy. The tax on photographic apparatus also would be left unchanged as a manufacturer's excise, they said.

Abram F. Myers, chairman of the tax committee of the Council of Motion Picture Organizations, was quick to dispute that the President's message flatly excluded admissions. "It is an entering wedge for an argument," he said. "I refuse to accept this as exclusion of admissions. A good case can be made for admissions as a retail excise."

The whole matter probably will not be definitely settled until Treasury Secretary Snyder testifies before the House Ways and Means Committee, spelling out details of the Administration's program. The Ways and Means Committee will probably start hear-

ings within the next two to three weeks on the entire tax message.

Myers said that while the industry will not get into a quarrel with any other seeking tax relief, "we insist, on the basis of merit, our claim for repeal of the admission tax should be at the top of the list and we shall present the facts in support of that claim to the people and to Congress."

While Congress will take a lot of persuading to repeal the tax entirely, many Senators and Congressmen were quick to say they felt the admission levy as deserving of reduction as any other.

Threatens Veto

But despite this widespread sentiment for reducing all excises, many Congressmen admitted they were puzzled about how to do it, since to reduce all excises would cost well over \$1,000,000,000 because they do not want to raise other taxes this much, and since Truman threatens a veto of any bill that does not do this.

Some lawmakers were claiming they could pass a bill repealing all war excises and override any Presidential veto. This may develop into the big question mark in the entire tax debate.

Truman hit hard at the motion picture industry in one portion of his message in which he asked Congress to close various tax loopholes. One group of loopholes, he pointed out, allows individuals to use the lower tax rates on capital gains when they should really use the higher ordinary income tax. "As one example," he declared, "under present law producers of motion pictures, and their star players, have attempted to avoid taxes by creating temporary corporations which are dissolved after making one film. By this device, their income from making the film, which ought to be taxed at the individual income tax rates, would be taxed at only the capital gains rate. Thus, they might escape as much as two-thirds of the tax they should pay."

Among the steps outlined by Truman to ease taxes on foreign income, these might benefit the industry: postponing the tax on corporate income earned abroad until it is actually brought home, and more liberal credit for taxes paid abroad.

Patrons to Benefit

(Continued from page 1)

ever, that "Loew's will give the tax-saving to the public."

An eight-page brochure outlining the industry's tax fight campaign which will be sent from New York on Thursday to every exhibitor in the country points out that "The tax is unfair to the masses who find in the movies an economical means of entertainment and enlightenment. . . . The special vice of the admission tax is that it increases as the family increases, regardless of any increase in the family income."

Sargent to L. A. Post

LOS ANGELES, Jan. 23.—Thornton Sargent, director of public relations for National Theatres, today was appointed to the Los Angeles Board of Airport Commissioners for a five-year term by Mayor Fletcher Bowron.

Propose Censorship Bill for Kentucky

Louisville, Ky., Jan. 23.—A bill to establish state censorship of motion pictures will be introduced in the Kentucky General Assembly shortly by Senator H. Stanley Blade, it was reported here.

Blade said he would draw up the bill along the general lines of one he failed to get through in 1948.

COMPO Tax Unit

(Continued from page 1)

chures for the campaign to be tailored to the local level; 35,000 four-page listings of the addresses of all U. S. Congressmen and Senators; 20,000 50-foot trailers to be used on the screens of the nation, affording the public for the first time an opportunity to register its protest against "this unfair nuisance tax"; 20,000 posters for theatre lobbies, and 40,000 stickers for box-offices, calling the public's attention to the fact that the tax is on "those who can least afford it."

All material will emanate from the office of Henderson M. Richey, Loew's exhibitor relations chief, who is aide to the committee. Richey said everything planned for use from Eastern headquarters will be matched on the West Coast by Art Arthur, committee member representing the Motion Picture Council. Arthur, he added, is coordinating efforts of film stars.

Committee chairman Abram F. Myers is due in New York from Washington tomorrow to address the 20th Century-Fox merchandising meeting on the tax fight.

To secure production of the trailer, petitions, literature, etc., Myers "drafted" Herman Robbins of National Screen—all at no profit to NSS, according to Richey. The eight-page brochure outlines the industry plan of attack, pointing out that "Petitions in the form of cards, requiring only the signature of the patron are available through National Screen Service at \$1.00 per thousand. The tax trailer is ready; it can be ordered at once from National Screen (Price \$1.50); also one-sheets (10 cents each) for lobbies.

Milwaukee Tax Meet

MILWAUKEE, Jan. 23.—Representatives of distribution and exhibition met here today at the Warner screening room to map action in support of the Council of Motion Picture Organizations' tax committee for repeal of the Federal admission tax.

Dear
Ruth's
ex-boyfriend

is seeing
that she lives
unhappily
ever after—
now that
she's his
rival's



"Dear Wife"

Paramount's New Comedy with
all the "Dear Ruth" stars...

AND THE SAME TERRIFIC BOXOFFICE APPEAL!



KEEP
YOUR EYE
ON...



Damon Runyon's
**"JOHNNY
ONE-EYE"**

Produced by Benedict Bogeaus
thru U.A.

MOTION PICTURE DAILY

**FIRST
IN
FILM
NEWS**

**Accurate
Concise
and
Impartial**

VOL. 67. NO. 17

NEW YORK, U. S. A., WEDNESDAY, JANUARY 25, 1950

TEN CENTS

The Conference On Showmanship

ANY exchange of ideas, freely and constructively pursued, carries the seeds of mutual advantage. This is the thinking which underlies the Second Annual Showmanship Meeting which 20th Century-Fox launches here in New York this morning. The approach is wholly correct.

Gathered are the advertising directors of a number of important independent and affiliated circuits. They represent all sections of the nation, all types of operations and hundreds of houses. They will hear about the merchandising plans for forthcoming 20th-Fox attractions; their suggestions and their criticisms will be invited. The advantage here reaches far beyond the necessarily limited boundaries of these three-day meetings. It is designed to be a broad enough advantage to encompass the exhibition structure in toto since whatever useful ideas are developed will find their way into a merchandising formula applicable broadly to all exhibitors no matter where.

Out of the melting pot of opinion ought to emerge much that is worthwhile for the attractions under specific discussion. A lot of experts are to be in on the brew.

As a manufacturer with a product to sell, 20th-Fox obviously wants this and, in the light of its energies in arranging this forum and the sponsorship of it, of course is entitled to have it. But Point 4 of the agenda—"to exchange ideas on general industry problems affecting both exhibition and distribution"—suggests an opportunity also is at hand to improve the general climate and perhaps to come up with an assortment of views large-scale enough to spread their benefits widely.

It is an opportunity worth seizing in a conclave decidedly worth holding. MOTION PICTURE DAILY welcomes these visitors to New York and wishes their deliberations all success.

RED KANN

Must 'Clarify' Financing of Compo:SIMPP

Arnall Says Vote Awaits Clear-Cut Fee Formula

Society of Independent Motion Picture Producers will insist on clarification of what is expected of independent producers in financing the Council of Motion Picture Organizations before it votes on ratification of the new all-industry association, SIMPP president Ellis G. Arnall disclosed here yesterday.

SIMPP members want it made clear, Arnall related, that their obligations will be discharged when the distributors releasing their product contribute revenue to Compo on the basis of percentage of rental gross before the split with the producers. Arnall said this is not explicit in the Compo

(Continued on page 7)

Halpern, O'Brien to Head TV Activities

Nathan L. Halpern, television consultant to Fabian Theatres, and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres in charge of television activities, have been named co-chairmen of the theatre television planning committee of the The-

(Continued on page 6)

Modify Clearances For a Square Deal For All: Scully

St. Louis, Jan. 24.—"The simplest way to obtain good trade practices is for everybody to get a square deal; this means that the obsolete idea of clearances must be modified by distributors, and by the same token exhibitors have to play ball in going along with this required modification," W. A. Scully, Universal distribution vice-president, declared at the opening session of the Southern-Western sales convention today at the Hotel Chase.

"The drive-in business is getting very important," continued Scully, "and it is our plan, wherever it is good business, to offer them an availability the same as subsequent-runs, and in situations where we do not believe it is going to affect first-run revenue, we see no reason why these accounts should not be playing pictures earlier."

Trade practices can only be improved if a new spirit of cooperation

(Continued on page 6)

Independents Ask RFC for Loans

HOLLYWOOD, Jan. 24.—Plea for a change in Reconstruction Finance Corp. regulations to permit it to finance motion picture production is made in a letter to RFC officials from the Independent Motion Picture Producers Association president I. E.

(Continued on page 7)

Griffith Case Judge Clashes With US Att'y.

Dismisses Court After Upbraiding Prosecutor

OKLAHOMA CITY, Jan. 24.—Federal Judge Edgar S. Vaught today denied a government motion to include Video Independent Theatres as a defendant in the Griffith anti-trust case.

Milton A. Kallis, special assistant U. S. Attorney General, had hardly begun his argument in support of the motion when Vaught summarily ruled upon it. Kallis kept on arguing, although Vaught heatedly told him the ruling was final.

The government lawyer was still holding forth indignantly when the equally-irate Federal judge dismissed court and left the bench.

Kallis had asked that Video Independent be named a party to the 11-year-old prosecution on grounds that it was organized by officers of the

(Continued on page 7)

20th Showmanship Meet Opens Today; 75 Ad Heads Attend

With more than 75 advertising heads of theatres and circuits assembled in New York, 20th Century-Fox today will launch its second showmanship meeting, as home office executives and division managers join with them to discuss promotion plans for new pictures.

Headed by president Spyros P. Skouras, 20th-Fox executives will open this morning's session with a series of addresses welcoming the guests and outlining the purposes of the three-day parley. Speakers in addition

(Continued on page 7)

Two Countries Give U. S. Firms a Break

To offset dollar remittance losses incurred by American film companies as a result of currency devaluation, Norway and Denmark have increased kroner convertibility allocations for American films, it was disclosed here yesterday by John G. McCarthy, vice-president in charge of international

(Continued on page 7)

Goldwyn Flays Exhibitors For Lack of Enterprise

MPA Publicity Group To Push Tax Fight

Members of the Motion Picture Association of America's advertising and publicity directors committee, at a meeting here yesterday, voted to aid chairman Abram F. Myers' Council of Motion Picture Organizations tax committee.

Max E. Youngstein, chairman of the ad-publicity group, was named to spearhead his committee's tax activities and channel those efforts through Oscar A. Doob and H. M. Richey of COMPO.

It was agreed to contribute space in distributor trade paper advertising to

(Continued on page 7)

Samuel Goldwyn yesterday let go with a new blast at exhibitors who,



Samuel Goldwyn

he said, do little more than open the doors of theatres with no promotional effort to encourage business and at the same time insist on dealing with producers on their own terms or not at all. At the top of the latter group, he charged, is Fox West Coast and

"I have nothing but contempt for their

(Continued on page 6)

Millionth Patron For Palace 'Vaude'

Sometime tomorrow at the RKO Palace on Broadway, the millionth patron to attend the theatre since the inception of the new vaudeville and first-run picture policy, last May 19, will purchase an admission, and the occasion will be marked with appropriate ceremonies. Manager Herb Bonis will present the patron with a season pass.

Allyson, Bing Tops In 'Rural America'

For the first time in four years the nation's rural moviegoers have not selected Ingrid Bergman as their favorite feminine star, according to the seventh annual rural motion picture poll conducted by *Country Gentleman*. Instead, they have voted June Allyson rural America's favorite.

Bing Crosby, for the fourth successive year, tops the list of male stars, followed by Roy Rogers, Montgomery Clift, Alan Ladd and Peter Lawford. Miss Allyson, who also starred in the top two pictures selected as best in the magazine's poll, led Esther Williams, with Loretta Young, Shirley Temple, Jane Wyman and Miss Bergman following in that order.

The list of 10 best pictures of 1949 was offered by the editors as evidence of "what rural America wants in the way of entertainment," as follows:

"Little Women," "The Stratton Story," "Come to the Stable," "Roseanna McCoy," "I Was a Male War Bride," "Jolson Sings Again," "In the Good Old Summertime," "Look for the Silver Lining," "Neptune's Daughter," "Home of the Brave."

'Martha Ivers' Suit Dismissed in Tulsa

TULSA, Jan. 24.—Federal Judge Royce Savage has dismissed the \$400,000 damage suit filed by Mrs. Celia F. Ivers against Paramount. The dismissal came after the judge and jury late yesterday viewed "The Strange Case of Martha Ivers."

Report 'Samson' Strong

Paramount claims four-day house records for "Samson and Delilah" at the St. Francis Theatre in San Francisco, Century in Minneapolis, Madison at Detroit and the Paramount in Atlanta. It is understood that grosses are estimated as follows, for each of the four days so far: St. Francis, \$29,300; Century, \$16,230; Madison, \$24,600 and Paramount, \$20,050.

New Post for Schroeder

Carl Schroeder has been appointed Western editorial director of Dell magazines by Mrs. Helen Meyer, executive vice-president. Schroeder was formerly Western manager of *Modern Screen*. He will continue in this capacity in addition to his new work on the other Dell screen magazines.

Personal Mention

ROBERT M. WEITMAN, United Paramount Theatres executive, is due back in New York from Florida next week.

JEANNE SAGER, publicist and wife of JERRY SAGER, Criterion Theatre publicity director, is at the Doctor's Hospital here due to a recurrence of rheumatic fever.

F. G. HILL, secretary and director of Columbia's London company, will be in New York from London in March.

CHESTER CASANAVE, vice-president and assistant treasurer of Motion Picture Sales Corp., is on a business trip to Canada.

DONALD SHANE, manager of the Paramount Theatre, Omaha, and Mrs. SHANE are the parents of their second child, a daughter.

BEN HALPERN of Paramount's press book department will be married soon to LOIS JULE GORDON.

JOHN KIRBY, Warner Southern sales manager, left here yesterday for Oklahoma City and Dallas.

ISADOR M. RAPPAPORT, Baltimore circuit owner, is in Florida for a vacation.

JULES LAPIDUS, Warner Eastern and Canadian sales manager, is in Boston from New York.

BORIS KAPLAN, head of Paramount's Eastern talent department, will be a guest on the CBS's radio-television program, "The Show Goes On," on Thursday and Friday.

CHARLES ELMER NOLTE, part owner of the Frank Durkee Enterprises, Maryland, is in a Florida hospital after suffering a heart attack at Hialeah Park, Fla.

JEANETTE SADOWITZ of Universal-International's home office general department has married JACK CHUSID of New York.

EDWARD KLEIN, head of Bay State Films, Boston, has returned there from a New York visit with FRED BELLIN, secretary of Astor Pictures.

WILLIAM MACDOWELL, who with his father LOU, operates the Capitol Theatre at Hartley, Ia., became the father of a daughter, SUSAN JEAN.

ED HINCHY, Warner playdate department head, left here last night for Chicago and Milwaukee.

R. M. SAVINI, Astor Pictures president, is visiting company exchanges in the South.

Brandt to Sew Up 3 Premiere Promotions

Leon Brandt, Eagle-Lion advertising-publicity director, has left here on a country-wide swing to finalize campaigns on the premieres of "Guilty of Treason," which will open Feb. 8 at the Mayflower, Pilgrim and Esquire theatres in Boston, and the RKO Albee in Cincinnati, and "The Sundowners," which will open Jan. 30 at the Paramount and State in Amarillo, Tex.

Meet on Award Finances

HOLLYWOOD, Jan. 24.—The Academy of Motion Picture Arts and Sciences board of governors will hold a special meeting on Friday night to work out final details for financing the annual Awards ceremonies on March 23. Academy treasurer Fred Metzler will report on Motion Picture Association of America's refusal to contribute to the support of the annual function.

Bercutt Joins Warners

Max Bercutt has been appointed West Coast field exploitation representative for Warner Brothers, by Mort Blumenstock, vice-president in charge of advertising-publicity. Bercutt was formerly field man with David O. Selznick.

Goldberg Heads Unit

Fred Goldberg, Paramount trade press contact here, has been elected chairman of the Screen Publicists Guild unit of Paramount.

Bombing Expert At Air Force Lunch

Franklin D'Olier, an authority on strategic bombing, will introduce General Carl A. Spaatz, principal speaker at the Air Force Association's Waldorf-Astoria Hotel luncheon in honor of the Eighth Air Force tomorrow, which will spotlight the premiere in the evening of 20th Century-Fox's "12 O'Clock High" at the Roxy.

Writer Sues Columbia

HOLLYWOOD, Jan. 24.—George C. Reid, Jr., writer, has filed a Federal Court suit asking \$175,000 from Columbia on the charge that his original, "Man, Woman and Dog," was plagiarized in "Return of October." The complainant says he submitted his story at the studio's request and it was rejected prior to production of "Return of October" which, he asserts, embodies the essentials of his story.

Zinnemann, Loew Confer

Fred Zinnemann, director of "The Search," arrived in New York from Hollywood last night for conferences with Arthur Loew, president of Loew's International, on details of the film, "Teresa," the production of which Loew personally will supervise in Italy in April.

Named to E-L Post

Frank Soule has been named to the new post of superintendent of administration for Eagle-Lion.

Newsreel Parade

THE conviction of Alger Hiss and sun "explosion" are current newsreel highlights. Other items include freak weather in the U. S. and Canada, sports, and human interest subjects. Complete contents follow:

MOVIETONE NEWS, No. 8—Hiss found guilty of perjury. Midway U.S. hit by floods. Cyprus votes to join Greece. Piggy-back plane. Sun spots. Red-dog racing. Speed skating. Warriors celebrate in Swaziland.

NEWS OF THE DAY, No. 242—Hiss convicted of perjury in spy trial. Science reveals rain of fire on sun. Free Indonesia hails president. President Truman turns cartoonist. Vice-president Barkley pleads cause of Israel. Canada: ski paradise. Prize pooches.

PARAMOUNT NEWS, No. 45—Reds rejected in Finland's presidential election. Animal corner. Alger Hiss guilty of perjury. Skiing. Indonesia hails its president.

TELENEWS DIGEST, No. 4A—Alger Hiss convicted. Indonesia welcomes president. Korea: Ambassador-at-large Jessup inspects Red border. Presidential election in Finland. Bulgaria rebuked by U.S. President Truman entertains cartoonists. Ike Williams beats Johnny Bratton.

UNIVERSAL NEWS, No. 320—U.S. and Canada hit by freak weather. Indonesia hails independence. Hiss found guilty. New piggy-back plane. Dog show. Ski jumping.

WARNER PATHE NEWS, No. 47—Hiss trial. Snow clouds over Italy. Sun explosions. Animals. Diaper fashions. Ski meet.

February Hearings For Anti-trust Bills

WASHINGTON, Jan. 24.—Rep. Celler, chairman of a House Judiciary subcommittee investigating monopoly, announced today that his group would hold hearings and take action next month on three bills designed to tighten anti-trust laws. All three affect and are of interest to the industry.

E-L Will Distribute 'Robinson Story'

"The Jackie Robinson Story," based on the life of the Dodger star, who will portray himself in the film, is set to go before the cameras for Eagle-Lion Films release. The deal just consummated calls for the film to be produced by Diamond Corp.

Aim for Drive-in Ban

CHICAGO, Jan. 24.—The City of Chicago is preparing an appeal to the Illinois Supreme Court from an order of the Circuit Court of Cook County making invalid a zoning ordinance amendment banning drive-ins within the city limits.

Judge Postpones Technicolor Trial

Hollywood, Jan. 24.—Federal Judge William C. Mathes today postponed the trial of Technicolor on an anti-trust violation charge from Jan. 31 to Feb. 7 on representations by Technicolor and government counsel to the effect that an agreement on settlement terms appears imminent.



**M-G-M's SENSATION
OF THE NATION!**

"BATTLEGROUND"

Broke 20-year, all-time record
Boyd, Philadelphia!

Sets new Hold-over Records Every-
where! **HOLD EXTRA TIME!**



**M-G-M's BIGGEST
WOMAN'S PICTURE**

"EAST SIDE, WEST SIDE"

First 13 spots top "Stratton Story."
Latest at Buffalo and Springfield,
Mass., top "Adam's Rib" and "Good
Old Summertime."



**M-G-M's MIRACLE
MUSICAL HIT!**

"ON THE TOWN"

(Technicolor)

It is challenging the phenomenal
grosses of "Easter Parade" and top-
ping M-G-M's Biggest!



**M-G-M's BIGGEST
WESTERN!**

"AMBUSH"

Best M-G-M non-holiday business
in a year at Capitol, N. Y. and
everywhere running neck-and-neck
with the Big Ones of the past year!
ACTION at the box-office!



**M-G-M's BIGGEST
COMEDY WOW!**

"ADAM'S RIB"

4 Big Weeks at Capitol, N. Y., are
top gross in 2 years! It's a Riot
from Coast to Coast with national
average ahead of the year's greatest
M-G-M Hits!



**M-G-M's BIGGEST
ADVENTURE ROMANCE!**

"MALAYA"

30 cities spanning the nation tell
the happy story of another big
M-G-Money attraction that confirms
the forecast: "M-G-M Nifty in 1950."



WELCOME TO

GERRY ATKINS	Warner Circuit, Albany, N. Y.
ISABELLE AUSTIN	Roxy Theatre, N. Y. C.
EMIL BERNSTECK	Wilby Corp., Atlanta, Ga.
PAUL BOISE	Walter Reade Theatres, N. Y. C.
OLLIE BROOKS	Butterfield Circuit, Detroit, Mich.
LOU BROWN	Loew's Poli, New Haven, Conn.
HARRY BROWNING	New England Thtrs. Inc., Boston, Mass.
H. BRUNNER	Fox Wisc. Amsm't Corp., Milwaukee, Wisc.
EVERETT CALLOW	Warner Bros. Circuit, Phila, Pa.
ODROTHY OAY	Central States Thtrs., Des Moines, Iowa
RALPH DREWRY	Ritz Theatre, Tulsa, Okla.
D. K. EDWAROS	Lawrence Theatres, Salt Lake City, Utah
ERNIE EMERLING, Adv. Mgr.	Loew's Theatres, N. Y. C.
DANN FINN	B & O Theatres Inc., Boston, Mass.
HARRY FREEMAN	Fox Theatre, Phila, Pa.
EMANUEL FRISCH	Randforce Circuit, Brooklyn, N. Y.
IRWIN GOLD, General Mgr.	Randforce Circuit, Brooklyn, N. Y.
HARRY GOLOBERG, Adv. Mgr.	Warner's Theatres, N. Y. C.
EOGAR GOTH, Adv. Mgr.	Fabian Theatres, N. Y. C.
LARRY GRAYBURN	Odeon Theatres, Toronto, Canada
NORRIS HADAWAY	Carolina Theatre, Greensboro, N. C.
H. O. HEARN	Exhibitors Service, Charlotte, N. C.
KEN HOEL	Harris Amusement Co., Pittsburgh, Pa.
IKE HOIG	Ute Theatre, Colorado Springs, Colo.
J. C. HUNTER	Ritz Theatre, Tulsa, Okla.
BOB JOHNSTON	Franchon & Marco, St. Louis, Mo.
HANS KOLMAR	Fox West Coast Theatres, Oakland, Cal.
SENN LAWLER	Fox Midwest Theatres, Kansas City, Mo.
PAUL LEVI	American Theatres, Boston, Mass.
JOHN MAHON	Penn Paramount Corp., Wilkes-Barre, Pa.
HARRY MANOEL, Adv. Mgr.	RKO Theatres, N. Y. C.
NICK MATSOUKAS	Skouras Theatres, N. Y. C.
MAURICE MAURER	Victoria Theatre, N. Y. C.
JACK McINERNEY	United Paramount Theatres, N. Y. C.
MORRIS MECHANIC	New Theatre, Baltimore, Md.
M. A. MOONEY	Cooperative Thtrs. of Ohio, Cleveland, O.
SEYMOUR MORRIS	Schine Theatres, Gloversville, N. Y.
J. NAIRN	Famous Players Can. Corp., Toronto, Ont.
SEYMOUR PEISER	Fox West Coast Thtrs., Los Angeles, Cal.
HOWARD PETTING	Florida States Thtrs., Jacksonville, Fla.
TOM READE	Lucas & Jenkins, Atlanta, Ga.
JIM REDMOND	Tri-States Theatres, Des Moines, Iowa
FAY REEOER	Fox W. Coast Thtrs., San Francisco, Cal.
ROGER RICE	Video Theatres, Oklahoma City, Okla.
HAROLO RINZLER	Randforce Circuit, Brooklyn, N. Y.
EMMETT ROGERS	Rivoli Theatre, Chattanooga, Tenn.
MONTAGUE SALMON	Rivoli Theatre, N. Y. C.
ROBERT SELIG	Fox Inter-Mountain Thtrs., Denver, Colo.
SONNY SHEPHERO	Wometco Theatres, Miami, Fla.
MYRON SIEGEL, Adv. Mgr.	Century Circuit, N. Y. C.
SPYROS SKOURAS, Jr.	Skouras Theatres, N. Y. C.
HARRY SPIEGEL	Comerford Theatres, Scranton, Pa.
BERT STEARN	Cooperative Thtr. Serv., Pittsburgh, Pa.
KNOX STRACHAN	Warner Circuit, Cleveland, Ohio
CHARLES TAYBR	Buffalo Paramount Corp., Buffalo, N. Y.
E. E. WHITTAKER	Georgia Theatres, Inc., Atlanta, Ga.
DAN WILKINSON	Neighborhood Thtrs., Inc., N. H., Conn.



There
Like

**NO BUSINESS WILL BE GOOD FOR
THOSE WHO MAKE IT GOOD!"**
—20th Century-Fox

Once again, the leading theatre advertising executives of the country gather under the auspices of 20th Century-Fox to discuss what 1950 holds for your industry, your theatre—and how 20th will protect your future with...

**2 O'CLOCK HIGH • MOTHER
DIDN'T TELL ME • UNDER MY
SKIN • PRINCE OF FOXES
PINKY • WHIRLPOOL • I WAS A
MALE WAR BRIDE • DANCING IN
THE DARK • OH, YOU BEAUTIFUL
DOLL • FIGHTING MAN OF THE
PLAINS • COME TO THE STABLE
YOU'RE MY EVERYTHING**

**No Business
Business!**

**20th
CENTURY-FOX**

**WELCOME
TO THE**



**INDUSTRY
SHOWMANSHIP
CONFERENCE
Jan. 25-27**

**Twentieth Century-Fox
Home Office, N. Y. C.**



The Wonderful Word Is Going Around!



WILLIAM HOLDEN
JOAN CAULFIELD
BILLY DE WOLFE
MONA FREEMAN
EDWARD ARNOLD

in
"Dear Wife"

with MARY PHILIPS
Produced by RICHARD MAIBAUM
Directed by RICHARD HAYDN
Written for the screen by Arthur Sheekman
and N. Richard Nash as a sequel to
Norman Krasna's "DEAR RUTH"

The Wonderful Comedy That's Got All The
Stars of "Dear Ruth" Is Coming From

Paramount

The Wonderful Company That's Got
DeMille's "Samson and Delilah," Wyler's
"The Heiress" and Wallis' "Thelma Jordon"

MOTION PICTURE ASSOC. OF
AMERICA, INC. (CHAMBERS)
28 WEST 44TH ST.,
NEW YORK 18,
N. Y.

DO NOT REMOVE

VOL. 67. NO. 18

NEW YORK, U.S.A., THURSDAY, JANUARY 26, 1950

TEN CENTS

The Challenge In Days Ahead

DELEGATES at the opening session of 20th Century-Fox's Second Annual Showmanship Meeting yesterday were urged to realize a serious challenge faces them. It was a challenge, however, that was accurately described as an opportunity within grasp if ingenuity, enthusiasm and a full quota of mental brawn are applied.

Speaking as chairman of COMPO's committee on taxation and legislation, Abram F. Myers interpreted the challenge in the light of the government suit: "This is going to be a more competitive and, therefore, a more dynamic business than in recent years. . . . The pictures will have to be sold to a lot of theatres where formerly they were booked as matter of course. . . . Anything in the nature of a revival of interest and activity is good for the industry."

This approach is sound.

When Charles Einfeld warned that the greatest danger was "fear talk" and the "psychology of waiting," he defined a hazard which has taken—is taking—a toll defying easy calculation. Spyros Skouras, Al Lichtman and Andy Smith, in their overall analyses of past and present and future, stressed the undeniable, and even the pressing, need to get behind the product more intensively than ever, to devise methods of attracting new audiences while maintaining the old, to appraise the market generally and specifically in terms of broader horizons no matter where found.

These were interesting and constructive addresses. Their keynote reflected no uncertainties about the days ahead provided the full extent of the challenge is understood and the determination to meet it is accepted head-on.

This calls for plenty of hard work, enterprise, alertness and a thorough utilization of an experienced industry's "know-how."

Difficult? No doubt.

Impossible? Not on your life.

RED KANN

Federal Tax Hearings Will Be Opened Next Thursday Before House Committee

Washington, Jan. 25.—The House Ways and Means Committee today set Feb. 2 for the beginning of hearings on new Federal tax legislation. Secretary of the Treasury John Snyder will appear first in support of the Administration's tax program.

Robert Chambers has been loaned by the Motion Picture Association of America to the tax and legislation committee of the Council of Motion Picture Organizations and will prepare the industry's case against the Federal admission tax. It is expected that other industry representatives will appear also.

Loew's '49 Net Profit Up \$1,435,102 to \$6,744,761

Net profit of \$6,744,761, after taxes, depreciation and all other deductions, is reported by Loew's, Inc. for the year ended Aug. 31, 1949, an increase of \$1,435,102 over the \$5,309,659 net for the previous year, the company reported yesterday.

In the quarter ended on Nov. 24, 1949, the company had a net income of \$1,652,649, after Federal taxes and all charges, equivalent to 32 cents per share, compared with \$1,021,156, equal to 20 cents a share, in the corresponding quarter of 1948.

Total current and working assets on Aug. 31, 1949 aggregated \$116,299,820 compared with \$120,212,009 in 1948. Total current liabilities were \$22,965,982, compared with \$23,039,397 for the previous year. Current assets include \$23,433,989 in cash and \$10,359,000 in U. S. government securities. Also included are production inventories valued at \$69,799,393, at cost, including films in work listed at \$28,020,728; films completed but not released, \$18,315,779; films released, less amortiza-

(Continued on page 9)

Myers Asks 'Idea Men' to Volunteer For All-out Tax War

Emphasizing the vital need for a "bang-up publicity job" in the endeavor to eliminate the Federal admission tax, Abram F. Myers yesterday called upon the industry's "idea men" to "dedicate their talents and exert their influence in the cause" of the campaign.

Speaking as chairman of the tax committee of the Council of Motion Picture Organizations, Myers asked film and theatre advertisers and publicists to contact campaign area chairmen throughout the country to volunteer their services. The Allied States general counsel spoke before more than 75 circuit and theatre advertising heads participating in the 20th Century-Fox second annual merchandising conference at the company's home office.

He said the industry is approaching

(Continued on page 10)

COMMERCE TO QUERY INDUSTRY LEADERS ON ANTI-TRUST LAWS

N.Y. Tax Resolution Encourages Industry

Albany, N. Y., Jan. 25.—Local leaders of the industry's campaign for the Federal admission tax repeal express satisfaction over the action of the state legislature in adopting a resolution urging Congress to end the excise taxes voted during the war.

WASHINGTON, Jan. 25.—U. S. Commerce Department officials said that top leaders of the Motion Picture Association of America, Society of Independent Motion Picture Producers, the Theatre Owners of America and Allied States Association will be asked for their suggestions on changing Federal anti-trust laws and policies.

The move will be part of a survey being taken in all industries by the newly-appointed President's Committee on Anti-Trust Enforcement.

The Committee, an inter-agency affair, is headed by Secretary Sawyer.

1950 a 'Best' Year, Skouras Tells Ad Men

Einfeld, Lichtman, Smith Speak on Merchandising

Spyros P. Skouras, president of 20th Century-Fox, yesterday keynoted the company's second annual merchandising meeting with the unqualified prediction that the quality of American motion pictures in 1950 "will be the best it has been for many, many years" for all companies.

The optimism Skouras expressed at the opening session of the three-day parley of 75 theatre and circuit advertising chiefs and 20th-Fox executives was matched by a vigorous indictment of "prophets of gloom" by company advertising-publicity vice-president Charles Einfeld.

Coupled with these signalings of progress was the challenge of 20th-Fox vice-president Al Lichtman that "we in the business are not doing as good a job as I believe can be done and should be done." Lichtman urged

(Continued on page 10)

'12 O'Clock High' Air Force Luncheon

Gen. Carl A. Spaatz and six Medal of Honor holders will be honor guests today when the Air Force Association celebrates the eighth anniversary of the Eighth Air Force at a "Twelve O'Clock High" luncheon in the Waldorf Astoria.

The Medal of Honor winners include Capt. William R. Lawley, Jr., Capt. Edward S. Michael, John C. Morgan, Maynard H. Smith, Forrest L. Vosler and James H. Howard.

Maj. Gen. Charles I. Carpenter, Chief of Air Force Chaplains, will make the invocation and Franklin

(Continued on page 9)

'U' Will Add Local Touch to Newsreel

ST. LOUIS, Jan. 25.—In order to add local news interest to Universal Newsreel, W. A. Scully, Universal sales vice-president, disclosed here yesterday at the company's sales meeting at the Chase Hotel that plans are now being formulated to have Universal Newsreel cameramen cover special news events in all parts of the

(Continued on page 9)

Personal Mention

MAX E. YOUNGSTEIN, Paramount advertising-publicity director, **MORT NATHANSON**, publicity manager, and **SID BLUMENSTOCK**, advertising manager, will arrive in Hollywood today from New York for conferences with **NORMAN SIEGEL**, studio publicity manager, and other studio executives.

C. J. FELDMAN, Universal-International Eastern Sales manager, is in New Haven from New York and will be in Boston Saturday.

LEW KERNER, executive talent director for Samuel Goldwyn, has arrived here from the Coast.

JACK GOLDSTEIN, National Screen office manager at Buffalo, will spend the weekend at Atlantic City.

WILLIAM H. PINE, Paramount producer, returned to Hollywood yesterday from Roanoke, Va.

RUBE JACKTER, Columbia assistant general sales manager, will leave here Sunday for Detroit.

Shanahan Switching To Loew's in N. Y.

BOSTON, Jan. 25.—Appointment of James L. Shanahan to the executive advertising offices of Loew's Theatres in New York was announced here by Charles E. Kurtzman, Northeast division manager. Shanahan had been publicity and advertising director for Loew's in this area. He will be succeeded by James M. Sullivan, formerly of the advertising department of Jordan Marsh Co.

Jacobs to Discina; Quits Siritzky Post

Arnold Jacobs, general manager of Siritzky International, has resigned effective Jan. 31, to join Discina International Films in the same capacity. No successor has been named as yet. Discina has announced a line-up of five pictures for 1950.

Carol Brandt to Agency

Carol Brandt, head of the Eastern scenario department of Metro-Goldwyn-Mayer has resigned effective July 15, to set up Eastern offices of the new Artist Agency Corp. which is an amalgamation of Levee-Stark, Inc., Goldstone-Willner, Inc., and Orsatti, Inc., agencies. Mrs. Brandt, on Sept. 1 will proceed to London to establish European headquarters.

Lefebvre in New Post

John Lefebvre has been appointed assistant to Albert Cornfield, managing director for Europe of 20th Century-Fox International. Lefebvre, who has been the company's home office representative in the Near and Middle East, will assume his new duties in March with headquarters in Paris.

Women's Club Group Cites Goldwyn; He Hits Code

Samuel Goldwyn was presented with an "award of achievement" for his production record at a luncheon here yesterday given by the presidents of 11 affiliates of the New York State Federation of Women's Clubs at the Harvard Club.

Introduced by Dr. Sigmund Spaeth, preview chairman of the National Federation of Music Clubs, Goldwyn sharply criticized the Production Code, asserting that it should be liberalized and brought up to date. "If it is not, we shall all end up making fairy tales," he declared. Goldwyn also criticized a national group, which he did not name, for objecting to his production, "My Foolish Heart." One of the objections was against the picture's divorce content. "I have made peace with them and I guess now I won't have to name them," he said, adding that "we must move against such interference."

Among other things, the producer attacked double bills as being "inju-

ous to children and boring to adults." He appealed for the cooperation of women's organizations in a fight against double bills.

Goldwyn remarked that he made pictures to please himself and in so doing usually pleased the patrons.

Mrs. Dean Gray Edwards, preview chairman of the General Federation of Women's Clubs, presided at the luncheon. In addition to Mrs. Edwards and Dr. Spaeth, the following signed the citation given to Goldwyn:

Mrs. James R. Katzman, American Association of University Women; Marilla W. Freeman, American Library Association; Mrs. Ida N. Ashby, American Legion Auxiliary; Mrs. Harry Lilly, Children's Film Library; Mrs. J. W. R. Cooper, Daughters of the American Revolution; Mrs. Marie Hamilton, National Board of Review; Mrs. Herbert Langner, National Council of Jewish Women; and Mrs. Jesse M. Bader, Protestant Motion Picture Council.

Others present were Eileen Creelman, *World-Telegram-Sun*; Mrs. Katherine Edwards, *Parents Magazine*; Mrs. Bettina Gunczy, National Board of Review, and Mrs. M. Henry Dawson, Motion Picture Association of America.

Legion Reviews 10; Rates Three 'B'

Ten additional films have been reviewed by the National Legion of Decency with three receiving a "B" rating. In that class are Oxford Films' "Facts of Love," United Artists' "Johnny One Eye," and Warner Brothers' "Perfect Strangers."

In Class A-I are Lippert Productions' "Apache Chief" and "Call of the Forest," United Artists' "Johnny Holiday," Columbia's "Mark of the Gorrilla," M-G-M's "Stars in My Crown," and RKO Radio's "The Tattooed Stranger." In Class A-II is Universal-International's "Buccaneer's Girl."

Seeks \$50,000 for Accident to Child

ATLANTA, Jan. 25.—A Marietta man has filed a \$50,000 suit charging negligence to Martin Theatres in Columbus, in the death of his 14-year-old daughter.

W. E. Ridgeley charged that a theatre seat collapsed on Jan. 21, 1948, aggravating a heart condition from which the child suffered, to such an extent that she later died.

'TA' Stylists Win

In a National Labor Relations Board election for television make-up artists and stylists, Columbia Broadcasting workers in this category have unanimously chosen IATSE Local No. 798 here as their collective bargaining agent. This followed a similar 100 per cent vote recently for the same local by National Broadcasting television employees in the same category.

Bull Montana Dies at 64

HOLLYWOOD, Jan. 25 — Bull Montana, 64, ex-wrestler and film actor, died here yesterday of a heart ailment.

'Battleground' High In Relative Grosses

M-G-M's "Battleground" has grossed over \$1,250,000 in the first 40 index city engagements according to an analysis of business reports reaching the home office from the field. "This is 10 to 15 per cent better than comparable business of such big grossers as 'Three Musketeers,' 'Words and Music,' 'Easter Parade,' 'Green Dolphin Street' and 'Meet Me in St. Louis,'" the company stated here yesterday.

6 'Samson' Openings Today; Others Set

Cecil B. DeMille's "Samson and Delilah" will begin six more engagements today, opening at the Florida Theatre, Miami; Sheridan, Miami Beach; Paramount, Palm Springs; Palms, Phoenix; Capitol, Salt Lake City; Catalina, Tucson. Nineteen other openings have been set between Jan. 27 and Feb. 17.

'Borderline' Bows

PHILADELPHIA, Jan. 25.—"Borderline," the Milton H. Bren and William A. Seiter production released by Universal-International, had its world premiere at the Aldine Theatre here tonight, with Claire Trevor, who is starred with Fred MacMurray in the film, making personal appearances.

Mrs. F. L. Needham, 39

COLUMBUS, O., Jan. 24.—Mrs. Florence Louise Needham, 39, wife of Jack Needham, Central Ohio showman and former 20th Century-Fox salesman, died after a long illness.

Donald Sleight, 25

BUFFALO, Jan. 25.—Donald Sleight, 25, manager of the Winter Garden Theatre in Jamestown, has died of a heart attack.

Myers to Goldwyn: 'All Hard at Work'

Commenting on Samuel Goldwyn's criticism of exhibitors for what he said was inadequate promotion of pictures, Abram F. Myers said here yesterday: "Everybody is working hard and doing their best to promote business. We could do even better job if spokesmen for the producers did not interfere with exhibitors and vice versa."

Other exhibitor leaders here charged that the producer was "seeking publicity."

To Screen 'Guilty' For 300 Editors

LOUISVILLE, Jan. 25.—More than 300 newspaper and magazine editors and radio executives from Kentucky will attend a screening of "Guilty of Treason" at the Brown Hotel here on Saturday, it was announced by Leon Brandt, director of advertising and publicity for Eagle-Lion, which is releasing the Jack Wrather-Robert Golden production.

The screening precedes the world premiere on Feb. 8 at the Albee Theatre, Cincinnati; the Allen, in Cleveland, and more than 450 other key houses in the Ohio-Illinois-Indiana-Kentucky-West Virginia area.

NTFC Dinner Tonight

National Television Film Council dinner-meeting tonight at the Brass Rail here will be addressed by Tom Wright, film director for BBD & O, speaking on the film problems of agencies, and Larry Jordon, president of Television Features, who will discuss production of TV films, it is announced by Melvin Gold.

Sign Contract for Six

HOLLYWOOD, Jan. 25.—Producers William H. Pine and William C. Thomas have signed a new contract with Paramount for six pictures in two years, effective following the completion of "Tripoli," to be filmed in Technicolor in March.

Para. to Tour Scott

A 15-city tour for Elizabeth Scott in conjunction with Hal Wallis' "Paid in Full" is being planned by Paramount to coincide with openings of the film in various cities. The tour is slated to begin about Feb. 15.

Two Films to U.A.

HOLLYWOOD, Jan. 25.—United Artists has approved a contract for the release of two pictures, "Three Husbands" and "Dungeon," both to be produced by Gloria Films. I. G. Goldsmith and Vera Caspary head Gloria.

Mandel Marries

CHICAGO, Jan. 25.—Irving Mandel, Monogram Midwest district manager, and Helen Raifman, switchboard operator for Monogram here, were married today.



MOTHER DIDN'T TELL ME...

is in the wonderful tradition of those pictures your patrons remember and talk fondly about for months after they



have seen them. It has been brilliantly produced in 20th Century-Fox's *own* tradition of "Belvedere Goes To



College", "Letter To Three Wives" and

"Sitting Pretty". It brings back to us

glamorous Dorothy McGuire, excelling

her performances in "Spiral Staircase",

"The Enchanted Cottage", "Claudia" and "Gentleman's Agreement". And brings her into the arms of William

Lundigan, fresh from his triumph

in "Pinky". It is one of those early-in-

the-season releases, so well remembered

at year's end that it is prominently men-

tioned on the year's "most enjoyed" lists. "MOTHER

DIDN'T TELL ME"

warmth and laughter

... *Don't say we*

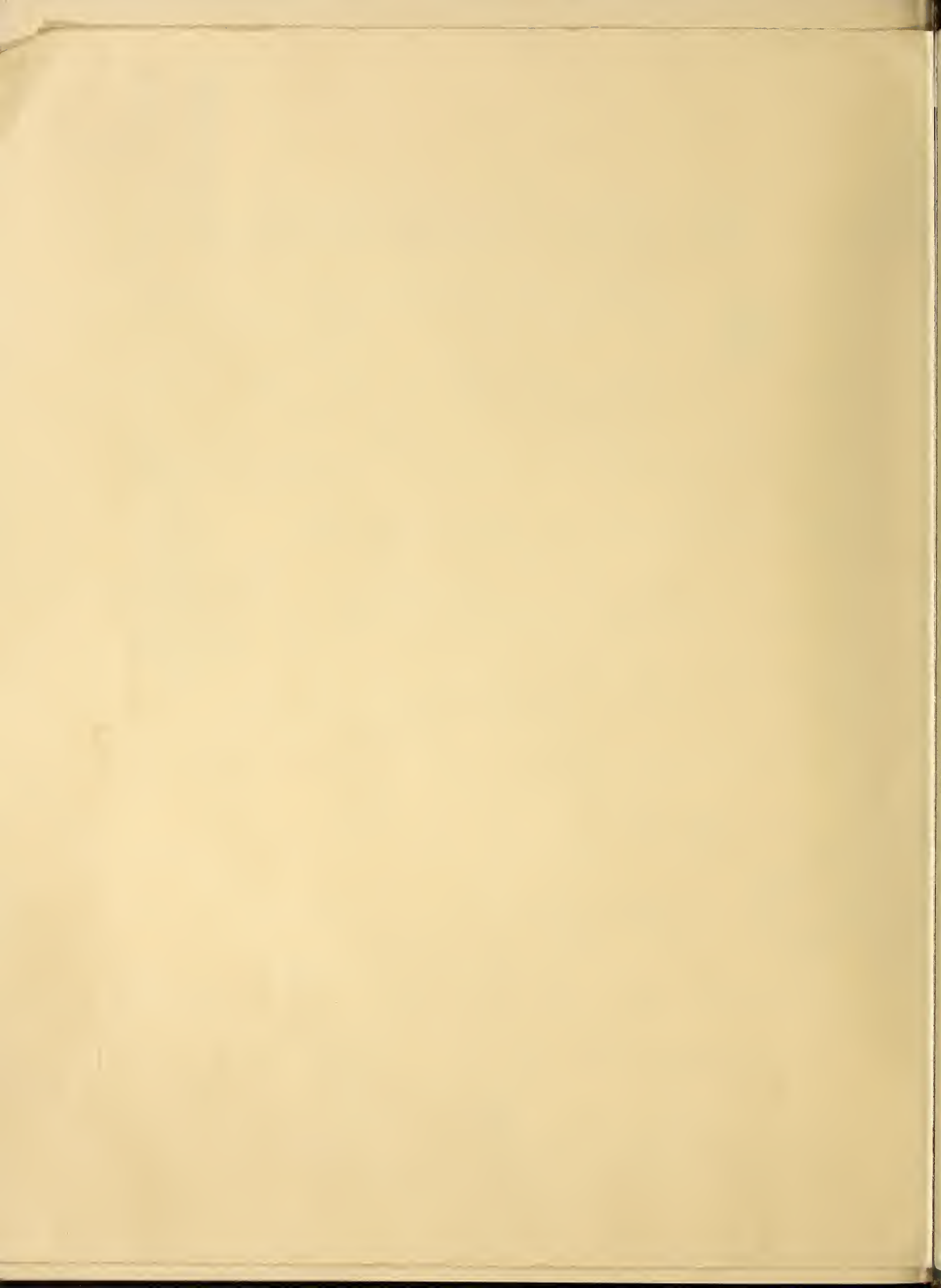
will bring new joy,

to your screen.

didn't tell you!







20
CENTURY-FOX



with real pleasure, presents

*Miss Dorothy McGuire
and Mr. William Lundigan in*

Mother Didn't Tell Me

with a brilliant supporting cast

JUNE HAVOC · GARY MERRILL

Jessie Royce Landis · Joyce MacKenzie · Leif Erickson

The Director

The Producer

CLAUDE BINYON · FRED KOHLMAR

Screen Play by Claude Binyon · From the Book
"The Doctor Wears Three Faces" by Mary Bard





**ALL THIS... AND A TERRIFIC
MONEY-MAKING CONTEST, TOO!**

\$7,500

SHOWMANSHIP CONTEST



**BETWEEN FEBRUARY 24 - MAY 7th AND
WIN YOURSELF ONE OF THE 134 PRIZES!**



BOOK IT NOW!



Watch the Trade Papers for full details soon!

There's No Business Like 20th Century-Fox Business!

Legislative Outlook Bright in NY: Judd

Albany, N. Y., Jan. 25.—The industry legislative picture here is brighter than a year ago because exhibitor organizations are in a better position to combat bills inimical to them, according to Orrin Judd, legislative counsel for Metropolitan (N. Y. C.) Motion Picture Theatres Association. He said hardly any bills adversely affecting exhibition are pending, but cautioned against over-optimism because "it may be different a month from now."

Three Mass. Bills Aimed at Industry

Boston, Jan. 25.—Bills to set up a state regulatory commission for the supervision of motion picture exhibition and to form a state body to censor films to be shown to juveniles have been re-introduced in the Massachusetts legislature by Rep. Bernard M. Lally of Boston. Another bill, introduced by Rep. James F. Condon, would forbid motion picture theatre employees who must work on Sundays to work more than six days in a week.

Col. Stockholder's Suit Discontinued

The suit brought in U. S. District Court here against Columbia president Harry Cohn, vice-president Jack Cohn and directors by minority stockholder David Cohn (no relation) was discontinued here yesterday by the plaintiff, the explanation being that several stockholders intend to replace the suit with a consolidated action either here or in California. The suit challenged the salary and life insurance provisions of Harry Cohn's employment contract.

'Bystander' Press Party

A press party celebrating the completion of "Guilty Bystander," produced in New York by Laurel Films in association with Edmund L. Dorfman Productions, and to be released by Film Classics, will be held at the Coq Rouge here on Feb. 6.

Danish Picture Premiere

A reserved seat premiere for "Child of Man," produced in Denmark by Nordisk Films, will be held next Tuesday at the Normandie Theatre here. Elsinore Pictures is the U. S. distributor.

KEEP YOUR EYE ON...



Damon Runyon's
"JOHNNY ONE-EYE"

Produced by Benedict Bogeaus
thru U.A.

Industry 'Brotherhood' Aid To Be Cited by NCCJ

"Leadership displayed by the motion picture industry in the fight against bigotry and recognition of this leadership" will be keynoted by speakers at the amusement division's "Brotherhood Week" luncheon of the National Conference of Christians and Jews, to be held on Thursday, Feb. 2, at the Waldorf-Astoria here.

Louis B. Nizer, chairman of the luncheon, will point up the contributions made by the industry "in combatting prejudice and threats to civil liberties." He will cite the examples

set by "Lost Boundaries," "Crossfire," "Gentlemen's Agreement," and "The Boy with Green Hair."

The event will be climaxed by the presentation of Brotherhood awards "in recognition of their efforts on behalf of democracy," to Barney Balaban, Maxwell Anderson and George Murphy.

They will be made by Madeleine Carroll, former Navy Secretary John L. Sullivan, chairman of Brotherhood Week, and J. Robert Rubin, chairman of the amusement division.

Air Force Luncheon

(Continued from page 1)

D'Olier, former chairman of the U. S. Strategic Bombing Commission, will introduce Gen. Spaatz.

During the luncheon the Air Force Association will present Spyros P. Skouras, president of 20th Century-Fox, with a Citation of Honor for the company's production of "Twelve O'Clock High," a story of the force's wartime air assaults.

Anniversary festivities will be climaxed here tonight with the premiere of the Darryl F. Zanuck production at the Roxy Theatre.

Promotional activities for the picture were highlighted by the West-East Coast air dash of Paul Mantz last Sunday, the picture has achieved wide attention both in the press and on the air. Mantz' flight was under the auspices of 20th Century-Fox.

Probe Boston Drive-ins

Boston, Jan. 25.—Attorney General Francis E. Kelley of Massachusetts has been urged in an order sponsored by Boston city councillors Walter D. Bryan and John J. Beades to investigate circumstances surrounding the recent granting of drive-in permits in Boston. Both Bryan and Beades declared proposed drive-ins would create traffic hazards.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.

something
is coming
you're
going
to like...

'U' Newsreel

(Continued from page 1)

country, to be incorporated in regular issues on a territorial basis.

Scully also stated that the reel will include more local sport news shots and more human interest stories. He stated that this in no way would mean the elimination of national and international coverage from the reel.

The meeting will conclude today whereupon Scully will visit the company's Midwestern exchanges to analyze local conditions.

Stillman Buys Story

HOLLYWOOD, Jan. 25.—Robert Stillman Productions has purchased "Island in the Sky," an air transport command story by veteran pilot Ernest K. Gann, for filming late this year.

Loew's Net

(Continued from page 1)

tion, \$23,462,886.

Loew's had fixed assets of \$125,257,467, which, less depreciation of \$40,229,934, are listed on the books at \$85,027,533. Total assets were \$219,566,887.

Loew's had a total funded debt of \$52,883,384 and earned surplus of \$93,009,581. Operating revenue last year totaled \$179,341,046, while operating expenses were \$154,824,255. Net income was \$11,605,480, before Federal taxes of \$4,043,605 and other deductions. This compares with net income of \$9,400,307, before Federal taxes of \$2,061,729 in the previous year.


Gross sales and operating revenues for the 12 weeks ended Nov. 24, 1949 were estimated at \$38,018,000 compared with \$38,660,000 for the similar period of the preceding year.

Power Curb Hits Mexico

MEXICO CITY, Jan. 25.—Theatres without their own electricity generating plants have had operations curtailed in this and five neighboring states by the government edict to curtail power use by 40 per cent. A water shortage has caused a shortage of electric power.

Arrange E-L Release

HOLLYWOOD, Jan. 25.—Eagle-Lion has closed a deal with Motion Pictures, Inc., for the distribution of "It's a Small World," recently completed by the latter without outside financing.



Dear
Ruth's
Dad
is running
for senator—
so's his
son-in-law!
Just one of
the big
battles in

"Dear Wife"

Paramount's New Comedy with
all the "Dear Ruth" stars...

AND THE SAME TERRIFIC BOXOFFICE APPEAL!



Theatre TV License To Famous Players

Ottawa, Jan. 25. — The Transport Department has granted a license for experimental purposes in operating "closed circuit" television to Famous Players Canadian Corp. in its theatres only. The first experimental full-screen television has already made its appearance in the circuit's Imperial Theatre in Toronto. The system at the Imperial is somewhat similar to that operated in U. S. theatres by Paramount with which Famous Players is affiliated.

N.Y. Bill Would Ban Indecent Pictures

ALBANY, N. Y., Jan. 25.—Exhibitor organizations are unlikely to take any stand on Senator MacNeil Mitchell's bill extending the penal law prohibiting obscene prints and publications to include motion pictures, phonograph records and photographs. Orrin Judd, counsel for the Metropolitan Motion Picture Theatres Association, said at the Capitol he did not see how the measure concerns the film industry, since all pictures shown in theatres have a state censorship seal, none being deemed indecent, immoral or tending to corrupt morals receiving a license.

Judd pointed out the bill would strike at "bootleg" films of indecent character.

Ky. Bill Would Tax Drive-ins Per Seat

LOUISVILLE, Jan. 25.—A bill to require drive-ins to pay the 20 cents per seat annual tax levied on motion picture theatres will be introduced in the Kentucky General Assembly by Senator Rodes K. Myers, he has announced. Computation of the tax, according to Myers, would be on the basis of the number of seats in the automobiles which drive in.

1950 a 'Best' Year: Skouras

(Continued from page 1)

the meeting to find the answers to these questions:

"Why do we (the industry) no longer enjoy (former) steady patronage? What has made movie audiences so selective? Why is it that only a real super attraction gets maximum patronage? Why is it that even the best pictures fail to hold up for runs as long as they did a year or two ago?"

In line with Lichtman's assertions, 20th-Fox distribution vice-president Andy W. Smith, Jr., cited a "tremendous reservoir of 97,000,000 potential customers which must be tapped if our industry is to grow and prosper." To win those customers, Smith said, "it may be necessary for us to ring door bells or perhaps there may be a ready-made consumer group which can help us find out what we must do to increase attendance. Whatever it is we not only should but must do it."

Sees Ad-men Responsible

Skouras told the audience of advertising-publicity men and women that it is their responsibility to see that 1950's superior film offerings will receive the necessary attention to draw the audience to see them. "By doing this," he declared, "you will contribute a great deal toward the salvation of your business, your jobs, and the livelihood of your families and preserve an industry that deserves the public's good will and patronage."

On the wall behind the speakers' rostrum was displayed the motto of the meeting: "1950 Business Will be Good for Those Who Make It Good!" Einfeld, who functioned as chairman, said in 1950 the public may have as much as \$107,000,000 for "discretionary spending," and cited population, employment and general economic statistics to show that "there isn't any shortage of money for entertainment, and there isn't likely to be. The business will be there for anyone who is able to go out and get it," he said.

Lichtman said he was "very bullish"

about the motion picture business. He argued, however, that there are 60,000,000 people on payrolls, "a reflection on all of us in this room that we are only selling a very small percentage of these people, even on our very best pictures."

To Increase 'A' Product

Smith said as an antidote to theatre divorcement, 20th-Fox will produce more "A" pictures starting in September, to increase revenue and help absorb studio overhead.

Einfeld read to the gathering a message of greeting from 20th-Fox production chief Darryl F. Zanuck in Hollywood. Following a screening of "Willie Comes Marching Home" yesterday afternoon the conferees discussed the film's advertising possibilities. After a dinner at Luchow's last night, the delegates attended a preview of "Mother Didn't Tell Me." Today the forums will be interspersed with attendance at an Eighth Air Force luncheon at the Waldorf-Astoria in connection with the Roxy world premiere tonight of "12 O'Clock High," which the delegates also will attend.

Lights Brighten in Ont.

TORONTO, Jan. 25.—Restrictions on marquee lights, in effect for Ontario cities since Oct. 1, have been withdrawn for the balance of the winter.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

KATO Gives Passes to State Legislators

Louisville, Jan. 25.—The Kentucky Association of Theatre Owners has adopted a resolution to issue theatre passes to members of the state Senate and House of Representatives, for admission to practically all theatres controlled by KATO members.

All-Out Tax War

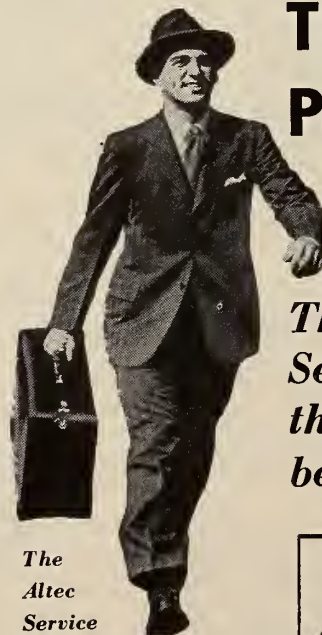
(Continued from page 1)

an "era of salesmanship," that the developments in the industry anti-trust suit will mean a "more competitive and, therefore, a more dynamic business than it has been in recent years." Films will have to be sold where formerly they "were booked as a matter of course. If I am correct in this, then I can see as a necessary concomitant a smart increase in the advertising of films to the exhibitors."

Myers said another part of the job ahead is "the selling or re-selling of motion picture entertainment to the American people." But the "most important selling campaign in which the industry has ever engaged," he said, is that which is now centered on the tax fight. He added it has brought all branches of the industry together.

Myers said it is essential the public is made "movie-tax conscious by pointing out the dangers inherent in discriminatory taxation. First in point of time and importance, therefore, is a bang-up publicity job."

ANSWER TO YOUR TECHNICAL PROBLEMS...



The Altec Service Man and the organization behind him



161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

THE HOLLYWOOD REPORTER

"A certain smash...geared to the whole family, pa, ma, the kids—well, everyone..."

Hey,
"Francis"
you're blushing!



FIRST
IN
FILM
NEWS

DO NOT REMOVE

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 67. NO. 19

NEW YORK, U. S. A., FRIDAY, JANUARY 27, 1950

TEN CENTS

How to Regain What's Lost

WHY has the public apparently lost confidence in motion pictures? Why have audiences become so selective?

Al Lichtman sought answers for these two large-scale questions at the second session of 20th Century-Fox's Second Annual Showmanship Meeting yesterday. There were plenty of takers.

Among them was Emmet Rogers, managing director of the Tivoli, Chattanooga. He was emphatic about that not too-distant wave of adverse publicity from responsible sources crying copious tears over the sad estate of the business. While he never mentioned the ill-advised story which made the first page of the New York Times, undoubtedly this was one of the pieces of unfortunate judgment he had in mind. But, regardless of what his specifics might have been, he took the position the public had gathered the impression product must be poor if the industry was falling apart at the seams. Those better informed always knew otherwise.

Senn Lawler, advertising manager of Fox Midwest, advanced an interesting analysis. "The industry has raised the quality of top product to such levels that the spread between the top layer and the poor product is too great."

If Lawler's argument is admissible—and we think it has considerable validity—it is obvious there can be only one solution. The differential between the indifferent, or the poor, product and the top level attraction must be reduced. No seminar on advertising can do this.

The job can be done in only one place, and Hollywood is its name. But what exhibition can do is to bow less often to traditional operation and thinking by widening the floodgates of its imagination and get behind the new and the hitherto untried whenever it heads their way.

Quality will not survive the vine unless it is encouraged.

RED KANN

20th to Test Video Ads; Meet Appraises Trailers

Asserting that the extent to which television can advertise motion pictures effectively is not yet known, 20th Century-Fox advertising-publicity vice-president Charles Einfeld revealed yesterday at the second day's session of the company's three-day showmanship meeting at the company's home office that 20th-Fox soon will launch a definite test in New York City to determine video's value in that connection.

Einfeld told the 75 theatre and circuit advertising-publicity chiefs present that the motion picture industry still doesn't know at what times of day television is "strongest" for the running of motion picture trailers, but that 20th Century-Fox is determined to find the answer to that question. He pointed out that there are 1,000,000 television sets in use in New York.

Without revealing the precise means the company will employ to secure the

desired information, Einfeld emphasized that the test would be made with care.

Twentieth-Fox vice-president Al Lichtman also emphasized at the meeting that such a television test would be made.

Einfeld's disclosure came during an afternoon seminar on trailer advertising at which Gabe York of the 20th-Fox Studio accepted the constructive criticisms offered by the meeting delegates. Some contributions by the theatre and circuit ad chiefs to thoughts regarding trailers follow:

SEYMOUR MORRIS: Trailers reveal too much of the actual story. Anticipation is greater than realization. More novelty must be injected into trailers.

EMMET ROGERS: Our business is based on curiosity. In trailers we must resort to things outside the pic-

(Continued on page 6)

Build 'Brotherhood' Fund, Gamble Urges

Intensified effort to make the "Brotherhood Week" campaign as successful financially as it is expected to be from an educational and informational standpoint, is urged by Ted R. Gamble, national drive chairman, in a letter to all exhibitor area chairmen.

Calling for a minimum of \$10 per theatre in the U. S., Gamble said he is alarmed about funds to carry the work forward in the future and recalled that exhibition's showing last year was "poor." He concluded, "We cannot afford to take on a job and fail." Brotherhood Week is Feb. 19-26.

Anti-Tax Manual Is Prepared by Loew's

Twenty-page manual of suggestions on how theatre managers and staffs can participate in the industry tax elimination campaign has been prepared by Ernest Emerling, advertising-publicity director for Loew's Theatres, for circulation among all theatres of the circuit. The COMPO tax campaign kit is being sent with it by Loew's. Ideas for newspaper editorials, news stories, radio announcements and promotion stunts are contained in the brochure which also has been sent to the current 20th Century-Fox mer-

(Continued on page 8)

FCC HEARING TO SET POLICY ON ANTI-TRUST LAW VIOLATORS

Ont. Exhibitors Meet, Approve Tax Fight

TORONTO, Jan. 26.—At a meeting of the revived Allied Exhibitors of Ontario representing the organized independents of the province approval was given the platform of the Motion Picture Industry Council of Canada which was formed last October for all divisions of the trade. The meeting, which was attended by 40 theatre owners, also approved the petition which is to be presented to the Ontario government for a 50 per cent reduction in the amusement tax. Details of the amusement-tax brief were presented

(Continued on page 8)

WASHINGTON, Jan. 26.—The Federal Communications Commission today announced proceedings starting Feb. 13 to set an official FCC policy on whether motion picture companies and other firms found guilty of anti-trust law violations should be allowed to hold radio and television licenses.

The Commission, which delayed action on this matter for years, now apparently has decided to move fast. It said all persons desiring to participate should submit written statements outlining their stand by Feb. 6. It set Feb. 13 for the start of oral argument.

Licenses of Paramount and 20th

(Continued on page 6)

20th Will Set Up Exhibitor P. R. Service

Company Will Help Sell The Theatre to Public

Twentieth Century-Fox will establish for the benefit of its accounts a public relations service designed to sell motion pictures and the motion picture theatre in general to the public and in an effort to counteract publicity adverse to the industry.

This was decided upon yesterday by 20th-Fox advertising-publicity vice-president Charles Einfeld at an open forum meeting at the home office which constituted the second day's business session of the three-day showmanship parley participated in by 75 theatre and circuit advertising - publicity executives.

The exact form which the company's public relations service would

(Continued on page 6)

Skouras Cited By Air Force

"It has been a policy of our company to be alert to every opportunity to tell the story of our American way of life and of its wartime as well as peacetime institutions," Spyros P. Skouras, president of 20th Century-Fox, said yesterday as he accepted a Citation of Honor presented by the Air Force Association for the company's "Twelve O'Clock High." The presentation was made at a "Twelve O'Clock High" luncheon at the Wal-

(Continued on page 7)

2 Mono.-AA Meets For Branch Heads

Steve Broidy, president, and other home office and studio executives of Monogram-Allied Artists will sit in with all branch managers at two sales meetings set by sales chief Morey Goldstein. The first will take place tomorrow and Sunday at the Warwick Hotel here and the second is scheduled for Feb. 4-5 at the Muehlbach Hotel, Kansas City.

Broidy, Goldstein and Harold Mir-

(Continued on page 7)

Personal Mention

EDWARD SCHNITZER, United Artists Eastern and Canadian sales manager, has left here on a tour of exchanges in Pittsburgh, Cleveland, Detroit, Washington and Philadelphia.

RALPH WHEELWRIGHT, assistant to **HOWARD STRICKLING**, M-G-M studio publicity head, and **FRANK WHITEBECK**, studio advertising manager, will arrive here on Feb. 3 from the Coast.

ALFRED JUNG, who will be art director for M-G-M's "Ivanhoe," flew to the Coast yesterday from England for conferences with **PANDRO BERMAN**, who will produce the film.

GEORGE MURPHY, M-G-M actor, will be in New York tomorrow from the Coast, leaving the same day for Washington.

SID WEINER, formerly in charge of sales for Globe Film Distributors, is now associated with Films International of America, Inc.

WALTER MIRISCH, Monogram producer, is in Des Moines from Hollywood.

MARGIE HARTE, secretary in Eagle-Lion's print department, has announced her engagement to **RICHARD V. LONG**.

MERVYN LE ROY, M-G-M director, will arrive here today from the Coast and sails tomorrow for England.

VICTOR SAVILLE, M-G-M director, will arrive here tomorrow from the Coast, en route to England.

PAULA GOULD, publicist for the Capitol Theatre here, is at home ill with the grippe.

ROBERT TAYLOR left here yesterday piloting his own plane to the Coast.

Fred Meyers Heads Sales for Alcorn

Fred Meyers has been named general sales manager of R. W. Alcorn Productions by **Ronnie Alcorn**.

Meyers, formerly Eastern division manager of Universal-International and prior to that circuit film buyer for RKO theatres, will be in charge of formulating sales policy as well as sales. He will have headquarters in New York where offices will be opened within the next 10 days.

M-G-M Promotes Mosley

CHARLOTTE, Jan. 26.—H. P. Mosley, office manager at the M-G-M exchange here, has been promoted to the sales department, with **Arthur Sklar** coming from the home office to take over his former post.

Help make Better Americans—Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

Tradewise . . .

By **SHERWIN KANE**

THERE are increasing indications that the problem of the music licensing fee may return to plague exhibitors again.

Since the American Society of Composers, Authors & Publishers was prohibited by Federal court order from collecting a music performance fee from theatres, the problem has been dormant. It is, however, still there, and when it stirs it may prove to be quite an eruption.

Many producers now are clearing synchronization rights to the music used in their pictures directly with the copyright owners. Although they are prepared to clear the performance rights, too, with the copyright owners simultaneously, the latter right, however unenforceable, still is vested with Ascap, on paper, at least.

The technical impasse existing is averted by execution of an agreement that film producers will pay the copyright owners for the performance right to their music at such time that the copyright owners recover that right and issue licenses therefore.

For that provision, however, copyright owners are demanding and getting agreements for payment of performance fees which range from 90 to 115 per cent of the synchronization fees for their music.

The result is the development of a highly combustible dollars-and-cents problem, which increases in gravity every week that it lies dormant, because the licensing fees which have been agreed upon remain unpaid and are being added to rapidly.

As the trade knows, the performance right is recognized by the Federal copyright statutes as a separate and valid one. No court decision on music licensing has altered that. The copyright owner is entitled to his fee for performance right and eventually will collect it.

If the performance fee now was the same as under Ascap, when it amounted to a little over \$1,000,000 annually, there would be no serious problem. Apportioned among 350 to 400 or more pictures per year, the fee would be so small that even if it were not absorbed entirely by producers, it would be a painless extraction if passed on to exhibitors.

However, it is estimated that the performance fee agreements

now being entered into by producers, ranging, as has been said, from 90 to 115 per cent of the synchronization fees, represent approximately \$5,000,000 annually, or about five times the performance fees formerly paid by exhibitors to Ascap.

There is serious doubt that producers will see fit to absorb that amount, at least in its entirety. When it shows up on film bills, as one day it may, exhibition will have the old familiar problem and a brand new fight back on its hands.

Many in the trade have predicted such a development for years, and this column echoed some of their sentiments. It has been argued here and elsewhere that an attack on Ascap is not an attack on the payment of music performance fees but an attack on the collecting agent for fees recognized and established by the Federal copyright laws. Whether Ascap or another collects them, they must be paid.

The rebuttal to that has been that producers either would absorb the fee themselves or pass them on in some unrecognizable, painless form.

Current happenings do not appear to be bearing that out.

In setting hearings on the new Federal tax program for next Thursday, the House Ways and Means committee caught the industry by surprise but far from wholly unprepared with its case for repeal of the 20 per cent admission tax, together with other excise taxes.

The fact that the campaign has been well thought out and much of the groundwork already laid is a tribute to the foresight and effectiveness of the tax and legislative committee of the Council of Motion Picture Organizations, of which **Abram F. Myers** is chairman. The committee has had barely a month to organize, map its strategy and begin drafting the case for the industry. All that has been done, at least in large measure.

The industry effort to obtain repeal of the admission tax must not and cannot be left to the Compo committee and its expanding organization alone. It is a job that must be undertaken by everyone in the industry and carried by them to the public and to Federal legislators. It is as important to the box office as the films on the screens. That means **YOUR** pocketbook.

Hits Attack On Dual Bills

Answering **Samual Goldwyn's** attack on double bills before a women club group here Wednesday, **Stein Broidy**, Monogram-Allied Artists president, yesterday declared that "the facts disprove him."

Reached for comment, Broidy emphasized that he did not want to provoke any argument with Goldwyn but that "the trend was more and more towards double features because the public wants them."

Goldwyn, in urging a campaign against double bills, declared the "injurious to children and boring adults." Broidy recently declared the improved secondary features would be the answer to many an exhibitor's problems. He said he is embarking on a program of superior secondary productions.

FitzPatrick to Film Six Shorts for M-G-M

Arrangements for a series of six travel shorts, to be released under the title, "The World's a Stage," have been completed for M-G-M by **Jamie FitzPatrick**, producer of the one-reelers which will be in Technicolor. FitzPatrick will leave here tomorrow for England, proceeding from there to the Mediterranean area.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SAMUEL GOLDWYN'S
"MY FOOLISH HEART"
starring
Dana ANDREWS - Susan HAYWARD
Directed by **MARK ROBSON**
Distributed by **RKO RADIO PICTURES**
SPECTACULAR STAGE PRESENTATION

Paramount presents
BARBARA STANWYCK
WENDELL COREY
with **HAL WALLIS'** production
"Thelma Jordon"
IN PERSON
BILL LAWRENCE
JEAN CARROLL
DOROTHY CLARE
THE JAYWALKERS
with **JERRY WALD**
His Clarinet and Orch.
PARAMOUNT THREE MIDNIGHT
SQUARES FEATURE
NIGHTLY

Cecil B. DeMille's masterpiece
"Samson and Delilah"
Color by **TECHNICOLOR**
HEBY LAMARR - VICTOR MATURE - GEORGE SANDERS
ANGELA LANSDURY - HENRY WILCOXON
See the destruction of the Temple on the
MAGIC CYCLOPAMIC SCREEN!
RIVOLI
5 WAY AT 45th St.

GREGORY PECK
in
"12 O'CLOCK HIGH"
A 20th Century-Fox Picture
On Stage—**DEAN MURPHY, ROLLY ROLLS**
Extra—**BETTY BRUCE**
ROXY 7th Ave. &
50th St.

REMEMENDOUS
WARNER
FIRST!
SCREEN'S
FIRST STORY
OF THE
JET PLANES

CHAIN LIGHTNING



**WILL HIT HARDER
THAN ANY BOGART
HIT IN YEARS!**

HUMPHREY BOGART ELEANOR PARKER in "CHAIN LIGHTNING" 
WITH RAYMOND MASSEY RICHARD WHORF DIRECTED BY STUART HEISLER PRODUCED BY ANTHONY VEILLER
SCREEN PLAY BY LIAM O'BRIEN AND VINCENT EVANS
Suggested by a Story by J. Redmond Prior



WHAT HAVE YOU DONE TODAY TO HELP KILL THE FEDERAL MOVIE TAX?

THIS IS



NEED

**'In its first 21
THE OUTLAW
60% more than
picture releases
last 3 years'**

DEPINET SPEAKING:

engagements

has grossed

an any RKO

ed during the

Ned E Depinet

20th Will Set

(Continued from page 1)

take will be arrived at in the near future, Einfeld indicated, although he did point to the possibility of providing the accounts with advertising copy and trailers, aimed at improving the industry's reputation. Such slogans as "Movies Are Your Best Entertainment" would be played up in the material, he said.

Born in Discussion

The decision to establish the service was born of the discussion over why the industry is not enjoying today the prosperity it deserves. The questions were posed during the opening day's business session by 20th-Fox vice-president Al Lichtman.

Among the questions was: Why are audiences so selective? The industry in its efforts to produce superior pictures has itself created selective audiences, it was contended by Fox Midwest Theatres advertising manager Senn Lawler. Audiences have become selective, Lawler held, because the "spread" between "top" and "poor" pictures has become so wide that the film-going public now picks only the good ones.

Sees Plenty of Cash

Lichtman was vigorous in his challenging of the contention by one delegate that general economic conditions and high taxes are responsible for declining theatre business. Economists, Lichtman said, say otherwise. He pointed to the fact that \$1,000,000,000 was spent on television sets last year. The film industry, he said, simply is not getting its share of the entertainment dollar.

The industry is not in too healthy a condition, Lichtman said, citing the fact that last year 20th-Fox's film rentals were \$8,500,000 greater than in 1948, while 1949 profit was no greater than in 1948—"and the company had National Theatre's profits to fall back on."

Lichtman repeated his aversion for double features. The majority of pictures, he said, fail to return their costs, and the industry can't live on a few hits alone.

Republic Dividend

A dividend of 50 cents per share on preferred stock, payable April 1, to stockholders of record as of on March 10, was declared yesterday by the board of Republic Pictures.

ATTORNEY

Young, capable, good references. Member of the New York and Federal Bars.

Seeks an opportunity in the New York City area to join the law department of a motion picture distributing; producing; exhibition corporation or motion picture law firm.

He prefers a personal interview to present his history of an interesting career in law. However, for those who are pressed for time he will gladly send a brief printed resume of his experience.

Reply Box 435

MOTION PICTURE DAILY
1270 Sixth Ave., N. Y. 20, N. Y.

Selling Efforts Must Compensate for The Shortage of Hits, Lichtman Says

"The industry can't exist on a few hits. If 25 per cent of the pictures from all sources in the industry were hits—a circumstance which never has been realized—the economic situation might be different."

This assertion came yesterday from 20th Century-Fox vice-president Al Lichtman at the second day's session of the company's three-day showmanship meeting here. Lichtman's remark was intended to point up the need for greater support of product by advertising-publicity efforts.

20th to Test Video Ads;

(Continued from page 1)

ture and not present actual scenes. Still backgrounds should be employed for trailers.

HARRY BROWNING: Trailers sometimes are mistakenly given credit for the business brought in by campaigns. More novelty and unique treatment is needed in trailers. Trailers consume too much playing time in advertising double bills for multiple weeks.

HALL BAETZ: Trailers should be made so that they can be more easily edited by the exhibitor.

HARRY GOLDBERG: The trailer must not hide what is in the picture, must not sell away from the picture, or you damage the picture. Don't lie in the trailer; although exaggeration, which is part of our business, is alright.

BERT STERN: The distributors' sales organizations should work closer with those who make the trailers.

HARRY SPIEGEL: Exhibitors should refrain from cutting trailers. Most trailers that are produced today are wonderful.

TOM READ: We are selling illusion. Give the story away in the trailer and you spoil the picture for the audience.

York told the gathering that the company has "the best writers, editors, technicians available" for trailer-making, and that the ideas expressed were very welcome. He pointed out, however, that there is "an economic limit" to what can be done for trailers, "but we will do our best within the limit."

The trailer seminar was interrupted at the half-way point for an address by Louis Ruppel, editor of *Collier's* magazine, who described himself as a former manager for the Schwartz circuit in Brooklyn. He called for production of the kind of pictures that "will appeal to the better minds in the community" and cited "Wilson," "Gentlemen's Agreement," and "Pinky" as examples. He outlined the editorial demands his publication has made for repeal of the excise taxes, and was complimented by Einfeld for having listed films first in the editorials calling for repeal of the taxes.

To Screen 'Treason' For Legion Meeting

A preview of Eagle-Lion's "Guilty of Treason" will be seen by leaders of more than 100 national organizations attending a conference here under sponsorship of the American Legion at the Hotel Astor tomorrow. "Guilty of Treason" tells the story of the trial of Cardinal Mindszenty of Hungary, and stars Charles Bickford as the Cardinal, Bonita Granville and Paul Kelly.

Coast TV Group Elects Officers

SAN FRANCISCO, Jan. 26.—The local chapter of the Academy of Television Arts and Sciences, organized on Jan. 9, has elected David Crandell, KGO-TV producer, director, as president. Other officers are Phillip Lasky, vice-president; Pat Crafton, treasurer; Jean Le Fevre, secretary.

Nelson to Music Hall

Gene Nelson, young actor-dancer who appears in Warner Brothers' Technicolor musical, "The Daughter of Rosie O'Grady," will appear on the stage of Radio City Music Hall here starting Feb. 9. Nelson is under contract to Warners.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.

FCC Policy

(Continued from page 1)

Century-Fox have been renewed for some time now only on a temporary basis, pending a decision as to the status of these companies in view of the U. S. Supreme Court's Paramount case decision. Paramount Pictures, United Paramount Theatres and 20th-Fox are certain to appear, and other film companies are also expected to take part in the proceedings.

The Commission, in announcing the proceedings, admitted a clear, uniform official policy was long overdue. It urged companies taking part in the proceedings to cover such questions as these: Can and should the Commission consider violations of any law other than the Communications Act as a basis for denying a license?; does it matter if the case is civil or criminal or if the finding is by a lower Federal court or the U. S. Supreme Court?; should the Commission take note that the illegal practice has been eliminated as a result of a court decree?; what should be done if a suit has been filed but no violation found?; what should be done where there is no suit at all, but the Commission has information indicating a violation.

In previous briefs filed with the Commission, Paramount has argued that the FCC should not consider violations of laws other than the Communications Acts, and that in any event, Paramount is now in the clear as a result of its consent decree.

Man Bites—FCC!

WASHINGTON, Jan. 26.—A House Interstate Commerce sub-committee, headed by Rep. Sadowski (D., Mich.), has scheduled Feb. 20 as the opening date for hearings on Federal Communications Commission activities and the need for changes in existing communications laws.

QP Award Winner Cops 20th's Prize

Ivan Ackery of the Orpheum Theatre, Vancouver, winner of the last quarterly Quigley Showmanship Award of the *Motion Picture Herald's* "Managers' Round Table," yesterday was named first prize winner in 20th Century-Fox's "Father Was a Fullback" All-American Premiere Contest. The announcement was made at the second Showmanship meeting now in session at the company's home office. Named second, third and fourth winners, respectively, were John Corbett, Park Theatre, Taunton, Mass.; Sid Holland, Fairview Theatre, Fairview Park, O., and Dick Feldman of the Paramount Theatre, Syracuse.

In all, 134 showmen shared in the \$7,500 total of prizes, receiving a minimum of a \$25 savings bond each. Their campaigns were selected from hundreds by a panel consisting of William Ainsworth, Si Fabian and Lou Little.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Wiesenthal Sets Up New Olympic Prod.

HOLLYWOOD, Jan. 26.—Formation of Olympic Productions, Inc., by Sam Wiesenthal, vice-president and director of General Service Studios, has been announced. The new independent's first picture will be "Cry Danger," which is set to start on March 15.

Dick Powell has been signed to star in the picture, and he reports to Wiesenthal immediately following completion of "Right Cross" at M-G-M. "Cry Danger" will be the one outside picture Powell is permitted to make under his contract at M-G-M.

Darnell to Handle Two Houses for Buck

BUFFALO, Jan. 26.—Darnell Theatres, with Elmer Lux as general manager, has been engaged by Buck Brothers to buy, book and operate the Civic and State theatres at Fostoria, O. The houses were formerly operated by Schine.

MPSC Bids for 'Rain'

Negotiations with Lester Cowan for Western Hemisphere distribution rights to "Rain," a re-make to be produced in Technicolor by either J. Arthur Rank or Associated British Pictures Corp. are near final consummation, it was announced here by Neil Agnew and Charles L. Casanave, MPSC executives.

Skouras Cited

(Continued from page 1)

dorf Astoria here sponsored by the Air Force Association and celebrating the eighth anniversary of the Eighth Air Force.

Among the guests at the luncheon were Gen. Carl A. Spaatz and numerous other military figures. A statement by Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force, congratulating the Eighth Air Force, was read.

Last night, 6,000 military men, including six of the country's living Medal of Honor winners, America's top war aces, and scores of celebrities from every field attended the AFA-sponsored premiere of the film at the Roxy here. Premiere festivities included a 50-piece Mitchell Field band which played outside the theatre until the film was shown. Additionally, Tex McCrary and Jinx Falkenberg described the inner lobby activities on a public address system and did a regular radio broadcast.

Still Going Strong After 300th Speech

With his talk yesterday before the Chicago Publicity Club, Maurice N. Wolf, assistant to H. M. Richey, M-G-M exhibitor relations head, completed his 300th speaking engagement on public relations for the industry in general and M-G-M in particular. These speaking engagements have been made over a period of several years and include as many as can be crowded into each month in a particular territory.

Following the Publicity Club session yesterday, Wolf will today speak before the Chicago's Federation of Women's Clubs, and on Monday will appear before the Lion's Club in Green Bay, Wis. He speaks on Feb. 1 at the Milwaukee Rotary Club, and Feb. 2 at the Madison, Wis., Rotary Club, and on Feb. 7 he is slated to appear before the Rotary Club at Foxboro, Mass.

Sacks to RCA-NBC

Emanuel Sacks has resigned as vice-president and director of Columbia Records, to join RCA and National Broadcasting.

HONOR GUESTS AT AIR FORCE '12 O'CLOCK HIGH' LUNCHEON



Motion Picture Daily Photo by Cosmo-Sileo

THE AIR FORCE ASSOCIATION yesterday celebrated the eighth anniversary of the Eighth Air Force at a "Twelve O'Clock High" luncheon at the Hotel Waldorf Astoria in New York, attended by members of the association, high Army officials, executives of 20th Century-Fox, members of the press, and others. Among the many guests of honor were, standing left to right in the photo above, Sy Bartlett, who with Beirne Lay, Jr., wrote the "Twelve O'Clock High" screenplay and novel; General Carl Spaatz, Linda Darnell, Robert Johnson, president of the Air Force Association, and Spyros P. Skouras, president of 20th Century-Fox, distributor of the picture, which had its world premiere at the New York Roxy Theatre last night, sponsored by the Air Force Association.

Mono.-AA to Hold Two Meets

(Continued from page 1)

isch, vice-president, will discuss current and future product and sales plans, including special campaigns for "Blue Grass of Kentucky," "Daniel Boone," "Hiawatha," "County Fair."

Others to attend the Eastern meeting are Edward Morey, vice-president; L. E. Goldhammer, Eastern sales manager; Jimmy Prichard, Southern sales manager, and home office executives Lloyd Lind, Johnny Dervin and Harry Goldstein.

Branch Heads to Attend

Branch managers to be present are: Harry Berkson, Buffalo; Nate Dickman, Albany; Abe Weiner, Pittsburgh; Jack Safer, Washington; Ben Abrams, Boston; Harlan Starr, Detroit; Milt Gurian, Cincinnati; Johnny Pavone, New Haven; Nate Schultz, Cleveland; Maxwell Gillis, Philadelphia; Nate Furst, New York; Jimmy Hobbs, Atlanta; Hal Jordan, Charlotte; Bailey Prichard, Memphis, and Henry Glover, New Orleans.

At the Kansas City meeting, Harold Wirthwein, Western sales manager, will attend, in addition to the following: Ben Eisenberg, Chicago; Irving Mandel, Chicago; Sol Francis, Omaha; George Taif, Des Moines; C. J. Duel, Denver; Don Tibbs, Salt Lake City; W. K. Embleton, Indianapolis; Irving Marks, Minneapolis; Edmund Cruca, Portland; Ralph Abbott, Seattle; M. J. E. McCarthy, Los Angeles; Jim Myers, San Francisco; C. W. Trampe and Oliver Trampe, Milwau-

kee; Harold Stubbins, Los Angeles; Mel Hulling, San Francisco; M. Schweitzer, St. Louis; T. R. Thompson, Kansas City, and Milt Lipsner, Oklahoma City.

Coming Events

Today — Twentieth Century-Fox Showmanship meeting, New York.

Jan. 30—Allied Theatre Owners of New Jersey luncheon meeting, Stacy-Trent Hotel, Trenton.

Jan. 31—Allied Independent Theatre Owners of Eastern Pennsylvania annual membership meeting, Broadwood Hotel, Philadelphia.

Feb. 2 — "Brotherhood Week" luncheon, Waldorf-Astoria Hotel, New York.

Feb. 5—Drive-in Theatre Owners Association, Inc., of North Carolina meeting on anti-tax program, Charlotte.

Feb. 5—Screen Writers Guild's second annual screen writers' awards, Beverly Hills Hotel, Beverly Hills.

Feb. 8—Allied Caravan Committee meeting, Washington.

Feb. 9-10—Allied States board of directors annual winter meeting, Washington.

Feb. 9-10—United Theatre Owners of Illinois annual convention, Abraham Lincoln Hotel, Springfield, Ill.

Feb. 19-26—National "Brotherhood Week."

Feb. 20—IATSE biennial dinner-dance, Hotel St. George, Brooklyn.

Feb. 28—Associated Theatre Owners of Indiana regional meeting, Fort Wayne.

Drops Foreign Films

CHICAGO, Jan. 26.—Warner's "Always Leave Them Laughing" will initiate a second-run policy at the Carnegie Theatre here tomorrow. Formerly the Telenews, the house has been showing foreign films.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success.

It's probably the biggest one in the world...

Wonderful, isn't it?

EXHIBITOR

"Audiences big and small and old and young should go for this highly amusing entry in a big way..."

"Francis"

Coming from U.I.

Tax a Top Problem, Says UK Exhibitor; Seek Its Elimination

Reduction of the entertainment tax is one of the paramount concerns of the industry in England, Ralph Black, independent exhibitor and former delegate to the general council of the Cinematograph Exhibitors Association, asserted here yesterday. Black pointed out that the tax ranges from approximately 20 per cent to 40 per cent, and that there is strong sentiment for its amelioration when the national financial budget is set in April. Black arrived here recently from London.

Black expressed the belief that the entire British industry would benefit from this reduction, cheaper admission prices bringing greater business at theatre, and consequently heightened returns for the producer and distributor.

Black sidestepped any discussion of the quota, remittances, or other "controversial matters." Business in England "is generally down" this year as compared with last year, he said, but added that it is still higher than pre-war days.

Television is beginning to make its way into the provinces, Black stated. He said, however, that it is having little, if any effect on the box-office.

British exhibitors still feel the pinch of restrictions which limit exploitation devices, neon lights, competitive ads and construction, he asserted.

Black, who will return to London in April, concluded that the "industry in England, as in America, has an optimistic future."

Castle Suit Shifted To Cleveland Court

CHICAGO, Jan. 26.—Transfer of the Castle National Theatre Co. anti-trust suit from Federal Court here to the Federal Court in Cleveland was approved today by Judge Michael Igoe. Motion was brought by the defendants' attorney, Miles Seeley.

Suit was filed here on Jan. 8 and seeks improved clearance on behalf of the Fairview and Euclid Avenue outdoor theatres in Cleveland. Eight major distributors are the defendants.

Move to Ride Excise Tax Reduction Fails

Washington, Jan. 26.—House Republicans made an attempt to tack an excise-cutting amendment on to a pending life insurance company tax bill today but the move was ruled out of order.

The amendment would have repealed all wartime excise boosts, including the extra 10 per cent admission levy, as proposed by minority leader Martin. He cited the dampening effect of excises on business generally. Rep. Cooper (D., Tenn.), ranking Democrat on the House Ways and Means Committee, objected and was sustained by the chairman.

Excise tax cuts may be tacked on to the life insurance bill in the senate.

Review

"Key to the City"

(M-G-M)

CLARK GABLE'S followers will find him as they want him in this screwball-type of comedy with melodramatic overtones. It has to do with an ex-longshoreman turned mayor and his erratic, romantic set-to with Loretta Young, never an ex-longshoreman but very much the dignified, inhibited mayor of an icebound town in Maine. "Key to the City" falls heir to all the virtues and all the handicaps of most comedies by hitting high spots and some much closer to sea level. The overall package moves from the amusing to the hilarious to the romantic to the very discreetly risqué and stacks up as first-class Gable with the odds heavily weighted toward substantial box-office success.

The whole idea deals with fun, not sense. There is little that is sensible about "Key to the City" nor is it likely that there ever was very much intended. The improbable rides high in this far-fetched, strictly movie story about a mayor's convention in San Francisco where the impetuous, brawny, hard-hitting (with fists and dames) Gable meets quiet, lady-like, New England born and Harvard-educated Miss Young. Gable's town is Puget City, 'way up in the Pacific Northwest. Hers is Weenonah, 'way up the rock-bound New England coast. They're that far apart geographically but closer than Walla Walla emotionally as a series of events, alternately neatly contrived and labored, proves.

For instance, Gable is fighting the out-of-office political machine of his town. They almost get him, too, on charges of personal misconduct, serious enough to recall him from his post. But here Miss Young, by this time reunited with him after an array of romantic miscues, proceeds to the rescue by worsting Marilyn Maxwell, a minor-scale blonde menace, with a display of judo that ought to tickle any audience well nigh into the hilarious level, or approximately thereabouts.

One of the pleasant virtues of this attraction is the manner in which story switches are pulled. When Gable makes a play for Loretta in the inviting darkness of the night, she turns around and makes a play for him in the best single sequence in the entire film.

Gable is in fine fettle and looks great. So does his body which script and direction saw to it is exposed. He does an easy and ingratiating job, but gives ground, acting-wise, to Miss Young. She is simply delicious. Supporting players do nicely enough.

A story by Albert Beich is the basis for this attraction. Robert Riley Crutcher wrote the script. George Sidney directed brightly. Z. Wayne Griffin produced and probably had fun doing it.

Running time, 99 minutes. General audience classification. For February release. RED KANN

Loew's Tax Manual

(Continued from page 1)

chandising meeting.

Included in the manual's suggestions are these: Protest cards to be placed in the lobby, signed by patrons and sent to Congressmen, box-office stickers pointing up the tax, cashiers' caps bearing the title "Tax Collector," and ushers' badges carrying the slogan "Ax That Tax."

The manual will be made available to advertising and circuit heads throughout the country through the Council of Motion Picture Organizations.

Screen 'Stromboli' Feb. 7

Trade showings of "Stromboli," the Ingrid Bergman starrer made in Italy by Roberto Rossellini, will be held at all RKO Radio exchange centers on Feb. 7. Screening for New York exhibitors will be held at the Normandie Theatre here.

\$4,800 for 'Samson'

CINCINNATI, Jan. 26.—Cecil B. DeMille's "Samson and Delilah," Paramount, which opened at the Palace Theatre here yesterday, set an all-time opening day high for the house, according to the company. Gross was estimated at \$4,800.

\$6,000 for 'Foolish'

CHICAGO, Jan. 26.—Samuel Goldwyn's "My Foolish Heart" grossed an estimated \$6,000 in its opening day here yesterday at the 1,500-seat Woods Theatre.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Ontario Exhibitors

(Continued from page 1)

by H. C. D. Main, past president of the Motion Picture Theatres Association of Ontario.

In line with the decision to promote action for the independents a committee was authorized to round up Ontario exhibitors in a membership drive. Chairman of the meeting was Ben Freedman, president of the group, which has been dormant for two years.

Renown to Have 10 Features This Year

A program of six British productions to be made during this year has been announced by George Minter of Renown Pictures Corp., London, it was disclosed here yesterday by Renown of America, Inc. With two pictures going into release and two others just completed, the new schedule will give Renown 10 films for the U. S. in 1950.

The finished four arc: "The Glass Mountain," which Eagle-Lion will release; "No Orchids for Miss Blundish," "Her Favorite Husband" and "Three Men and a Girl," Anatole DeGrunwald production. Four of the six to be made this year are: "Brother Death," "The Girl on the Island," "214 Hartley Street" and "Some Call It Murder." Minter, who said he will use additional Hollywood names in the latter group, will shortly leave London for New York.

Mexican Showmen Meet

MEXICO CITY, Jan. 26.—The National Exhibitors Association is holding its eighth annual convention here through Saturday.

Film Labor in First Pension Showdown Tilt

First film industry labor-management showdown over pension demands since national labor leaders keynoted that objective last year is transpiring in current negotiations between major circuit owners and IATSE Motion Picture Projectionists Local No. 306 here.

Moreover, before the end of the first half of 1950, Hollywood studio unions' demands for management-backed pensions will be brought to a head, with "IA" international president Richard F. Walsh scheduled to meet with company heads on the subject before the Coast locals hold their convention at mid-year.

Although attempts to secure from Local 306 officials details of the union's pension demands have not been successful, it is reliably reported in other quarters that management negotiators have received a proposal calling for the companies to contribute regularly to the local's existing pension program for projectionists in the Metropolitan New York area. Circuits represented in the negotiations are Loew's, RKO, Warners and Paramount, plus several others that have Broadway houses.

Contract Has Expired

Herman Gelber, president of Local 306, is chairman of the local's negotiating committee. The last contract expired Sept. 1 after being in force two years, and negotiations have been going on since that date. Circuit negotiators, it is understood, have rejected flatly the proposal for pensions. Loew's and RKO representatives have withstood the local's efforts at persuasion with the argument that those two companies have their own pension plans for employees.

Local 306 executive committeemen met here this week to outline strategy for future talks with management representatives.

To Study Pensions

Further evidence of film industry labor's determination to include pension benefits in new contracts is the recent statement by David Beznor, general counsel of the Colosseum of Motion Picture Salesmen of America, that the salesmen's union will study this year conditions and statistics preparatory to formulating retirement benefit proposals which will be submitted to the distributors early next year.

Star at 'Dimes' Dinner

BOSTON, Jan. 26.—Denise Darcel, star of M-G-M's "Battleground," was the guest of honor tonight at a \$100-per-plate March of Dimes dinner at the Hotel Somerset. Earlier in the day she met the New England press at a luncheon given by Loew's at the Copley-Plaza.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.

QRP
FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

QRP
Accurate
Concise
and
Impartial

VOL. 67. NO. 20

NEW YORK, U.S.A., MONDAY, JANUARY 30, 1950

TEN CENTS

Compo Rolling By March, If All Ratify

**Organization Work Could
Be Ended Then: Depinet**

Hope that all participating groups in the Council of Motion Picture Organizations will endorse the association's plans and become charter members by the end of next month was expressed by Ned E. Depinet, Compo chairman, at the 20th Century-Fox merchandising meeting here on Friday.

With ratifications by all the groups, he said, the final organization of Compo can be accomplished with arrangements set up for financing and a full-time executive vice-president in charge of operations appointed at a meeting in March. Also

(Continued on page 8)

Tax Hearing Delay Seen

WASHINGTON, Jan. 29.—The House Ways and Means committee hearings on the new Federal tax legislation, including the future of the 20 per cent admission tax, have been postponed from Thursday to Friday or possibly later.

Reason for the postponement is that the Treasury still is working on its presentation and will not have it ready

(Continued on page 8)

Newsreels Map Tax Fight Participation

Washington, Jan. 29.—Abram F. Myers, chairman of the tax committee of the Council of Motion Picture Organizations, met Friday with Washington newsreel representatives and MPAA publicity chief Kenneth Clark to discuss ways the newsreels could aid Compo's drive to repeal the admission tax.

Last year, all reels included a clip of Sen. Johnson, (D., Colo.) outlining the case against the wartime excises. Discussion at the Friday session was general and further meetings are planned.

Fight to Retain Educated Film-Goer, Einfeld Urges

**Goldwyn's Charges
Rapped by Pinanski**

Samuel Goldwyn's charge that exhibitors were remiss in their promotion of pictures drew a sharply-worded answer from Samuel Pinanski, president of the Theatre Owners of America, who in a press statement on Friday said: "Even if it were soundly grounded," Goldwyn's assertion would be a "disservice to the industry which has provided theatres in which to play his product, resulting in a handsome livelihood for him."

Pinanski expressed the belief that "in the present instance the specific object of his (Goldwyn's) ire seems to be a circuit on the West Coast which has not seen fit, apparently, to give Goldwyn terms and conditions he requests in his negotiations with that circuit for the sale of his product."

Goldwyn said last week that he is "not doing business" with Fox West Coast and charged that circuit with monopolistic practices.

Appealing for dependence on more than ordinary channels in the promotion of motion pictures 20th Century-Fox advertising-publicity vice-president Charles Einfeld on Friday told the final session of the company's three-day "Showmanship" meeting that the men and women engaged in publicizing the industry and its product must from now on "ring doorbells, ask questions, go to American Legion meetings, speak at schools and before women's clubs—tell them all about the enjoyment and enlightenment that is offered in theatres at a reasonable price."

Einfeld called for an "addressing of minds" to methods and means whereby the "more intelligent, more cultured and brighter" citizen can be persuaded to attend motion pictures regularly. Those individuals, the 20th-Fox executive declared, represent the "found audience" as distinguished from the "lost audience." They are the people who have come to see "Hamlet," "The Red Shoes," "Pinky," "Gentlemen's Agreement" and "The Snake Pit," and who must be persuaded to become

(Continued on page 8)

**'U' CUTS LOSS \$2,036,961,
DOWN TO \$1,125,851 FOR '49**

Universal Pictures in the year ended Oct. 29, 1949, reduced its loss to \$1,125,851, from the previous year's loss of \$3,162,812 (after a credit to income in 1948 of \$1,240,000 from previous years carry-back Federal tax returns).

"In appraising the operations of the fiscal year it is appropriate to call attention to the fact that the loss reflected is primarily due to (a) acceleration of amortization tables; (b) the write-off of extraordinary items of approximately \$500,000; and (c) loss by reason of the devaluation of foreign currencies which approximated

(Continued on page 7)

Garthwaite, Nevius On 'U' Board Slate

Proposals for the election of two new Universal directors, Albert A. Garthwaite and Franklin Nevius, will be voted on by stockholders at the company's annual meeting on March 8 at Wilmington, Del. In addition, the election to the board of Leon Goldberg, a director, vice-president and treasurer, and R. W. Lea, president of Johns-Manville Corp., elected a di-

(Continued on page 7)

E-L in Market for Annual Shea Circuit Independent Films Meeting Jan. 31 Feb. 2

HOLLYWOOD, Jan. 29.—Eagle-Lion's present release plans calling for 65 features in 1950 may be expanded if additional acceptable production proposals are submitted to company by independent producers, vice-presidents William C. MacMillan, Jr., and William Heineman said here on Friday. The company now is furnishing in-

(Continued on page 2)

The Shea Circuit will hold its annual managers' meeting at the Hotel Astor here tomorrow through Thursday. The meeting will be conducted by E. C. Grainger, president and general manager of the circuit, which operates in Ohio, New York, Pennsylvania, New Hampshire and Massachusetts. A general luncheon will be held Wednesday at the Astor.

\$5,000,000 For Larger 20th Studios

**Skouras Discloses Plans
For Production Step Up**

Twentieth Century-Fox this year will expend \$5,000,000 to enlarge its studio production capacity, it was disclosed on Friday by company president Spyros P. Skouras. The disclosure came as the climax in Skouras' final address at the last session of the three-day showmanship meeting which the company conducted at the home office for some 75 theatres and circuit advertising-publicity executives from all parts of the country.

Skouras made the announcement at that particular time to emphasize the extent to which 20th-Fox was willing to stand back of the expressions of faith

(Continued on page 8)

Schenck Takes Arbiter's Role

Differences on the reciprocal distribution pact entered into by Sir Alexander Korda and David O. Selznick will be submitted to arbitration, with Joseph M. Schenck, 20th Century-Fox studio executive and head of United Artists Theatres as arbitrator.

Pending determination of the case by arbitration, the distribution rev-

(Continued on page 2)

Skouras Hails Trade Ads 'Ambassadors'

"I am a fervent believer in good advertising for the benefit of our exhibitors through the trade press. Charlie Einfeld's junior geniuses have created for their trade ads a little man with whom the industry is now familiar. This little man greets the trade almost every day in some new antic. He is a fine ambassador for us in improving our relations with our customers," said Spyros P. Skouras, president of 20th-Fox, addressing the final session Friday of the company's three-day showmanship meeting.

Branch Heads Deny K-B Circuit Use Of Trailers on TV

WASHINGTON, Jan. 29. — Frank Boucher, general manager of the seven-theatre K-B Circuit here, said he intends to appeal to New York a ruling by practically all local branch managers that K-B cannot use their trailers on a local television program designed to advertise current showings at the chain's theatres.

Boucher had planned to take a daily 15-minute spot around supper time on one of the local TV stations and run trailers of the films appearing at various K-B theatres that night. He said the local office of National Screen Service turned him down and that when he canvassed the local branch managers, all but United Artists refused permission. No reasons were given, Boucher declared.

"We pay for the trailers," he said. "Why can't we use them the way we feel they'll do us the most good? As soon as we open our new theatre here next month, I'm going to take the matter up with all of the home offices in New York. If nothing else, I want to get a clear statement of policy, with reasons, from them."

Use of trailers on local television stations to advertise showings was one of the points urged recently by the television committee of the Theatre Owners of America.

McGinley to Handle Special F. C. Films

Lawrence J. McGinley has been appointed supervisor of Film Classics' new department of special films, effective Feb. 6, by B. G. Kranze, sales vice-president. McGinley will have supervision of a group of product requiring special outlets. Formerly manager of Universal's Seattle and Indianapolis exchanges, McGinley was, until recently, sales manager of Prestige Pictures, Universal subsidiary distributing J. Arthur Rank product.

FitzPatrick Plans 12 Shorts for Video

Plans for production of 12 two-reelers in Technicolor for television were announced by James FitzPatrick, here on Friday. The 12, to be known as "The Music Masters" are budgeted at \$250,000 with the producer using his own funds frozen abroad.

'Samson' Art Contest Trailer Available

A special trailer announcing the "Samson and Delilah" art scholarship competition is now available at all Paramount branches and will be used by theatres in conjunction with their playdates for the DeMille Technicolor production.

Heads U.K. Disney Unit

LONDON, Jan. 29.—Edward J. Davis has been appointed managing director of Walt Disney Mickey Mouse, Ltd., succeeding J. Edgar Ricketts.

Personal Mention

HUGH OWEN, Paramount Eastern and Canadian sales manager, and his assistant, **PHIL ISAACS**, will be in Boston today from New York.

MAX E. YOUNGSTEIN, Paramount advertising-publicity director, and **SID BLUMENSTOCK**, advertising manager, have returned to New York from the Coast.

JOHN LAVERY, assistant to **CHARLES P. SKOURAS**, returned to the Coast from New York on Friday. **SKOURAS** had tentative plans to leave here for Los Angeles tomorrow.

OWEN CRUMP, Warner writer, left here yesterday for Toronto to confer with government officials there on the script for a short on that country.

JEROME M. EVANS, Universal-International home office exploiter, is in Boston from New York.

W. LEE WILDER, producer, is here from the Coast for conferences with United Artists executives.

WILLIAM THOMAS, producer, is in New York from Hollywood.

MORTON A. SPRING, Loew's International vice-president, and **MAURICE SILVERSTEIN**, Latin America director, will arrive in Buenos Aires today from Montevideo.

REX CARLTON, Laurel Films president, left here over the weekend for Bermuda. **JOSEPH LERNER**, vice-president, and **JOHN ARENT**, comptroller, have left for Florida.

BUDD ROGERS, Realart sales vice-president, and **MRS. ROGERS** celebrated their 30th wedding anniversary on Friday.

ALFRED CROWN, Samuel Goldwyn foreign sales vice-president, has returned here from a two-week trip to Europe.

TOM ROGERS, of M-G-M's publicity department, left here yesterday for a Florida vacation.

Z. WAYNE GRIFFIN, M-G-M producer, arrived here yesterday from the Coast for a week's stay.

JACK CARTER of *Woman's Home Companion* magazine, arrived here over the weekend from the Coast.

International Has A New Projector

Culminating a five-year period of designing and tooling-up, plus a series of field tests in circuit theatres, the new Simplex X-L 35mm. projector mechanism was given its first public demonstration recently before members of the press by International Projector Corp. at its factory in Bloomfield, N. J.

The new mechanism is said to incorporate several departures in design and operation.

On the operating side of the projector head there is a large glass panel which, together with an illuminated film compartment, enables the projectionist to see, at an appreciable distance and over a wide angle of vision, the entire mechanism while it is running. The aperture area is also exposed to view by means of an enlarged sightbox having eye-protective glass which precludes the need for stooping or squinting in an awkward position.

The Simplex X-L has a new lens mount which can accommodate any projection lens up to and including four inches in diameter and having a speed of f1.6.

Unger in New Haven To Screen 'Quiz'

NEW HAVEN, Jan. 29.—J. J. Unger, of Rogers and Unger Associates, distributors of "Movie Quiz," will hold screenings of the film here tomorrow for local exhibitors.

Unger was in Boston late last week meeting with Joseph E. Levine of Realart Pictures, distributors of the film in the New England territory. He also held screenings there.

Selznick-Korda Row

(Continued from page 1)

enue collected by Selznick here on "The Third Man" will be held in escrow. "Third Man" was produced in England by Korda with Selznick stars and with the original pact giving Korda distribution rights in the Eastern hemisphere and Selznick the rights in the Western.

An assortment of complications set in following production of the film leading to a motion by Korda to restrain Selznick from releasing that film and "Gone to Earth," also covered by the agreement. Motion for the injunction was scheduled to be heard in U. S. District Court here on Friday but was withdrawn when attorneys for the two parties agreed to the arbitration and escrow arrangement. Consequently, "Third Man" will open at the Victoria here tomorrow, as originally scheduled.

E-L in Market

(Continued from page 1)

dependents 60 per cent first money without guarantee, MacMillan said, from revolving fund set up for the purpose, and subsequently laying off these loans with Eastern banks. Deals recently closed have been in this format, with the producer obtaining the remaining 40 per cent elsewhere.

Approval of proffered deals follows the submission of the propositions to N. Peter Rathvon's financing company, functioning as an E-L consultant, and to MacMillan and Heineman.

Korda's 'Winslow' to E-L

"The Winslow Boy," Sir Alexander Korda film, will be released in the United States by Eagle-Lion, it was announced at the weekend by William J. Heineman, E-L sales vice president.

Newsreel Parade

NEW contracts for **Joe DiMaggio** and **Jackie Robinson** and the **Coplan-Gubitchev** trial are current newsreel highlights. Complete contents follow:

MOVIETONE NEWS, No. 9—Greece asks return of children kidnapped by Reds. Helicopter corrals raiding elk hoer. Paul Mantz flies U. S. in five hours. Carnival time. Tennis. Model planes. Novel blow-ball.

NEWS OF THE DAY, No. 243—Midwinter spring in New York and Washington. Carnival time. "Mighty Mo" still stuck. Hapsburg Archduke weds a princess. Roman animals blessed. DiMaggio signs. Curling deluxe. Hare hunting.

PARAMOUNT NEWS, No. 46—Celebration marks French control in Algeria. Brotherhood through scouting. Monkey-shines in Hollywood. DiMaggio and Robinson sign contracts. X-Ray motion pictures at University of Rochester School of Medicine.

TELENEWS DIGEST, No. 4-B—Chrysler strike. Angus Ward reports on China. Yugoslavia: Russians on trial. Coplan-Gubitchev trial opens. Jewel thieves captured. Mexico City fire. Dutch soldiers return from Indonesia. "Canasta" contest. DiMaggio signs. Ice bathers.

UNIVERSAL NEWS, No. 48—Commonwealth nations meet. Carnival overseas. Rabbit-raising. Dr. Moniz gets Nobel Prize. DiMaggio signs contract. Golden Gloves. Women wrestling.

WARNER PATHE NEWS, No. 48—Court news: Carol Paignt, Judith Coplon, Gubitchev, Alger Hiss. Punch and Judy show. Sports: Joe DiMaggio and Jackie Robinson sign contracts. Child skating. Czech skater.

ATTORNEY

Young, capable, good references. Member of the New York and Federal Bars.

Seeks an opportunity in the New York City area to join the law department of a motion picture distributing; producing; exhibition corporation or motion picture law firm.

He prefers a personal interview to present his history of an interesting career in law. However, for those who are pressed for time he will gladly send a brief printed resume of his experience.

Reply Box 435

MOTION PICTURE DAILY
1270 Sixth Ave., N. Y. 20, N. Y.

KEEP YOUR EYE ON...



Damon Runyon's JOHNNY ONE-EYE

Produced by Benedict Bogeous thru U.A.



"WANNA BET that M-G-M's 'EAST SIDE, WEST SIDE' will be the most successful woman's picture of the year?"

TOPS "STRATTON STORY"
in first 13 engagements!

BEATS "ADAM'S RIB" AND
"GOOD OLD SUMMERTIME"
at Springfield, Mass. and Buffalo,
N.Y., the latest engagements — and
it's wowing them everywhere!

M-G-M NIFTY IN 1950!

WHY DO STRAYING HUSBANDS STRAY?

Meet the most
popular girls in
town! Barbara
Stanwyck, Ava
Gardner and Cyd
Charisse are the
gorgeous girls
who play that
provocative game
"Borrowing Hus-
bands" in this ex-
citing lowdown on
New York's gay
Cafe Society!



M-G-M presents

BARBARA
STANWYCK • JAMES
VAN MASON

HEFLIN • AVA
GARDNER

in
"EAST SIDE,
WEST SIDE"

CYD CHARISSE

NANCY DAVIS • GALE SONDERGAARD
A MERVYN LEROY PRODUCTION

Screen Play by Isobel Lennart

Based on the Novel by Marcia Davenport

DIRECTED BY MERVYN LEROY

PRODUCED BY VOLDEMAR VETLUGHI

(What Have
You Done
Today To
Help Kill
The 20%
Federal
Movie Tax?)

WESTERN UNION

DAY LETTER	SERIAL	PD OR COLL	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED
WUM297	L.CA704	PD=LOSANGELES CALIF	326P=		

J R GRAINGER REPUBLIC STUDIOS NORTH HOLLYWOOD CALIF=

DEAR JIMMY: THE BOXOFFICE RESULTS OF "SANDS OF IWO JIMA" HAVE BEEN EXCELLENT. STARTING WITH THE GREAT BUSINESS IN SAN FRANCISCO, SAN DIEGO AND LOS ANGELES, "IWO JIMA" HAS MAINTAINED BOXOFFICE RECEIPTS IN OUR OTHER THEATRES THAT ARE EQUALLY OUTSTANDING. MY CONGRATULATIONS TO YOU AND HERB YATES AND REPUBLIC.

CHARLES P. SKOURAS= PRESIDENT NATIONAL THEATRES=

CONGESTED SERVICE	
Check the class of service desired; otherwise this message will be sent as a full rate telegram	
FULL RATE TELEGRAM	SERIAL
DAY LETTER	NIGHT LETTER

WESTERN UNION

NO. WDS.-CL. OF SVC.	PD OR COLL	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED
WULO51	DB373	D.BJA097	LONG DL PD=BJ DALLAS TEX 6 326P=	

JAMES R GRAINGER= REPUBLIC STUDIOS NORTH HOLLYWOOD CALIF=

KNOW YOU WILL BE HAPPY TO LEARN THAT "SANDS OF IWO JIMA" OPENED MAJESTIC, DALLAS, TO OUTSTANDING RESULTS DESPITE FIRST SEVERE WINTER STORM OF ICE AND SLEET, GROSSING TWO AND ONE HALF TIMES AS MUCH AS OUR OTHER "A" ATTRACTION WHICH WAS STRONG TOP ATTRACTION. IT EXCEEDED RESULTS OF PREVIOUS WEEK WHICH WAS SCHOOL HOLIDAY WITH STRONG ATTRACTION. LOCAL NEWSPAPERS, PARTICULARLY JOHN ROSENFELD, HAVE BEEN MOST EXCITING IN THEIR REVIEWS AND HAVE SELECTED THE PICTURE AND JOHN WAYNE AS THE OUTSTANDING ACADEMY AWARD CANDIDATES. IT IS BY FAR THE FINEST ATTRACTION WE HAVE HAD IN YEARS.

R J O'DONNELL= INTERSTATE THEATRES=

LA132 SSD 183 CT. MGA562 DL PD=MEMPHIS TENN 7 205P=

J R GRAINGER REPUBLIC PICTURES CORP NORTH HOLLYWOOD CALIF.

CONGRATULATIONS TO YOU AND YOUR COMPANY FOR ONE OF THE FINEST AND MOST WORTHWHILE CONTRIBUTIONS TO THE SCREEN. JUST COMPLETED WEEK IN MALCO "SANDS OF IWO JIMA" AND HOLDING IT SECOND WEEK WHICH IS VERY UNUSUAL. OUR 1950 WISH FOR YOU IS THAT YOU GIVE US AT LEAST ONE MORE AS GOOD. SINCERELY=

M A LIGHTMAN MALCO AMUSEMENT CO MEMPHIS=

CONGESTED SERVICE	
Check the class of service desired; otherwise this message will be sent as a full rate telegram	
FULL RATE TELEGRAM	SERIAL
DAY LETTER	NIGHT LETTER

NO. WDS.-CL. OF SVC.	PD OR COLL	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED
K.DVA026	LONG NL	PD=DENVER COLO	8=	

J R GRAINGER= REPUBLIC PICTURES CORP 1790 BROADWAY NYK=

DEAR J R IT'S MIDNIGHT IN DENVER AND I'M GOING TO BED AFTER TWELVE HOURS ON THE FLOOR. BUT NOT SO WITH THE FOLKS IN THIS TOWN BECAUSE WE ARE HAVING TO RUN AN EXTRA LATE SHOW TO ACCOMMODATE THE CROWD FOR "SANDS OF IWO JIMA". HERE'S THE NEWS YOU'VE BEEN WAITING FOR. ALL THREE THEATRES BROKE THE OPENING DAY ATTENDANCE RECORD INCLUDING RECORDS MADE DURING THE WAR. DENVER \$4800.00 ESQUIRE \$1221.00 WEBBER \$1115.00, THAT'S NOT ALL, WE TURNED AWAY MORE PEOPLE THAN WE PLAYED TO AT ALL THREE THEATRES SOMETIME AS LONG AS TWO HOUR WAITS AND THEY WAITED. CONGRATULATIONS TO MY GOOD FRIENDS HERB YATES AND JOHN WAYNE FOR WHAT THE PAYING PEOPLE ALL SAY IS ONE OF THE GREATEST PICTURES EVER MADE. IT'S GREAT TO BE ON THE FLOOR AT THE BREAK TO HEAR THE PRAISE COMMENT. THANK YOU FOR YOUR USUAL HONEST RECOMMENDATION OF YOUR PRODUCTS. I AGREE THIS IS THE BIG ONE OF 1950 TO BEAT.

BERNIE HYNES= DENVER THEATRE

WESTERN UNION

CLASS OF SERVICE	
This is a full-rate Telegram or Cablegram unless its character is designated by a suitable symbol above or preceding the address.	

WUM297 L.CA704 PD=CHICAGO ILL 9 508P=

J R GRAINGER= REPUBLIC STUDIOS NORTH HOLLYWOOD CALIF=

HAPPY TO TELL YOU THAT "IWO JIMA" FAR SURPASSING EVEN MY GREATEST EXPECTATIONS AT BOXOFFICE AND AUDIENCE REACTION MOST ENTHUSIASTIC. FEW PICTURES RECENTLY RELEASED HAVE DEVELOPED SUCH WIDESPREAD FAVORABLE COMMENT HEREABOUTS AS "IWO JIMA".

JOHN BALABAN= BALABAN & KATZ THEATRES

CLASS OF SERVICE	
This is a full-rate Telegram or Cablegram unless its character is designated by a suitable symbol above or preceding the address.	

WUN227 L. NB 432 DL PD=NEWYORK NY 6 417P=

J R GRAINGER, REPUBLIC PRODUCTIONS INC=

"SANDS OF IWO JIMA" BREAKING ALL ATTENDANCE RECORD HAVE BEEN OPERATING MAYFAIR THEATRE. PATRONS LOVE AND APPLAUD AT ALL SHOWINGS. EVERYONE CONNECTED WITH SHOULD BE HIGHLY COMPLIMENTED. I STRONGLY RECOMMEND "IWO JIMA" UP FOR AN ACADEMY AWARD AS IN MY OPINION THE OUTSTANDING PICTURES OF THE YEAR. KINDEST PERSONS TO YOU AND HERB YATES=

HARRY BRANDT= BRANDT THEATRES NEW YORK=

CLASS OF SERVICE	
This is a full-rate Telegram or Cablegram unless its character is designated by a suitable symbol above or preceding the address.	

WUN028 KC011 K.LLG295 DL PD= KANSASCITY MO 6 1035P=

J R GRAINGER, REPUBLIC PICTURES= NORTH HOLLYWOOD

"IWO JIMA" JUST COMPLETED SENSATIONAL WEEK AT OUR RUN HOUSES. BUSINESS OUTSTANDING DESPITE FIRST WEATHER. PICTURE WILL BE HELD OVER FOR EXTENDED THEATRE. CONGRATULATIONS TO REPUBLIC FOR GIVING US TOP MONEY PICTURES FOR 1950 REGARDS=

ELMER C FOX FOX MIDWEST KANSAS



WUN200L.NB343 LONG

JAMES GRAINGER

DEAR JIMMY: THE "SANDS OF IWO JIMA" IS ONE OF THE EPIC MOTION PICTURE EVER TOP OF THE LIST CONGRATULATIONS ON THIS GREAT PICTURE.

UNION
 JOSEPH L. EGAN, PRESIDENT
 NHA029 PD=HR NEW ORLEANS LA 6 1148
 GER=CARE REPUBLIC STUDIOS RTE WUX HAK LOSA=
 THE TREMENDOUS BUSINESS AND THE TERRIFIC AUDIENCE
 WOULD CERTAINLY CONSIDER "SANDS OF IWO JIMA" WELL
 CONSIDERATION FOR THE ACADEMY AWARD. REGARDS=
 G J DUREAU JR=
 PARAMOUNT=RICHARDS THEATRES

AMERICA'S FOREMOST EXHIBITORS THEIR GREATEST PRAISE TO "SANDS OF IWO JIMA"!

UNION
 JOSEPH L. EGAN, PRESIDENT
 CHARGE TO THE ACCOUNT OF

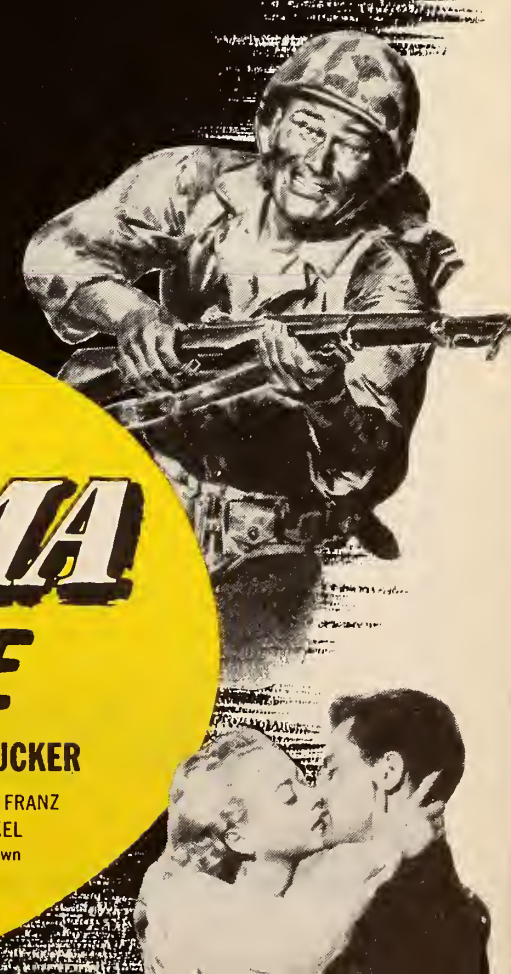
NO. FOR CL OF SVC.	PD OR COLL.	CASH NO.
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Send the following message, subject to the terms on back form, which are hereby agreed to

WUTO20 WUL166 MA446 M.DMA871 NL PD= DES MOINES IOWA 9=
 J R GRAINGER=CARE REPUBLIC STUDIOS NORTH HOLLYWOOD CALIF=
 MY REACTION AND THAT OF OUR PUBLIC TO "SANDS OF IWO JIMA" INDICATES
 THAT FROM THE GREAT CONFLICT OF THE LAST WAR THERE HAD TO BE A
 PICTURE WORTHY OF THE SACRIFICE MADE BY AMERICAN BOYS. "SANDS OF
 IWO JIMA" IS THAT GREAT AND POWERFUL DOCUMENT WHICH MUST BE
 CLASSIFIED AS THE EPIC IMMORTALIZING MT SURIBACHI. THE ACADEMY
 AWARD MUST BE CONSIDERED FOR "IWO JIMA" OR OUR INDUSTRY WOULD FAIL
 TO RECOGNIZE THE GREATNESS AND IMPORTANCE OF MARINE SACRIFICE
 WHICH IS DEPICTED BY THIS GREAT MOTION PICTURE. WERE I HONORED TO
 BE A MEMBER OF THE ACADEMY, I WOULD CAST MY VOTE FOR THIS, THE
 MOTION PICTURES' GREATEST TRIBUTE TO ALL ARMED FORCES OF THE
 LAST WAR. REGARDS=
 G RALPH BRANTON=
 PARAMOUNT TRI-STATES THEATRES=
 DES MOINES

STERN
 UNION
 JOSEPH L. EGAN, PRESIDENT
 NEW YORK NY 6 256P=
 DIOS NORTH HOLLYWOOD CALIF=
 C AND PRESS RECOGNITION OF "SANDS
 RVED. THIS GLORIOUS PORTRAYAL OF
 WORLD WAR TWO IS A MASTERPIECE OF
 THIS PRODUCTION SHOULD BE AT THE
 HE ACADEMY AWARD COMMITTEE.
 TO ALL WHO HAD A HAND IN MAKING
 TED R GAMBLE=
 GAMBLE ENTERPRISES
 NEW YORK

HERBERT J. YATES
 presents
SANDS OF IWO JIMA
 starring
JOHN WAYNE
 co-starring
JOHN AGAR • ADELE MARA • FORREST TUCKER
 with WALLY CASSELL • JAMES BROWN • RICHARD WEBB • ARTHUR FRANZ
 JULIE BISHOP • JAMES HOLDEN • PETER COE • RICHARD JAECKEL
 Screenplay by Harry Brown—James Edward Grant • Story by Harry Brown
 DIRECTED BY
ALLAN DWAN • EDMUND GRAINGER



John Wayne

Plays

SGT. STRYKER

“SANDS of IWO JIMA”

A REPUBLIC PICTURE

Four Set for TV Hearings

WASHINGTON, Jan. 29.—At least four film companies will appear at the forthcoming Federal Communications Commission's hearings on whether violators of the anti-trust laws should be allowed into the radio and television field. The companies are 20th Century-Fox, Schine, Paramount Pictures and United Paramount Theatres. A fifth, Warner Bros., has a direct stake in the proceedings and also may testify.

Attorneys for 20th-Fox said they would ask the Commission to extend for 60 days the Feb. 6 deadline for filing statements. Schine attorneys said they also expect to ask a postponement. Attorneys for the two Paramount firms stated they expect to file within the prescribed time, pointing out they have already covered most of the questions asked by the FCC in statements and petitions filed during the past year.

'U' Cuts Loss

(Continued from page 1)

\$250,000 in the last quarter of the fiscal year 1949," Universal stated.

During 1949 notes payable to banks were reduced from \$10,000,000 to \$7,500,000, and in Dec. 1949 an additional \$1,500,000 was paid. "U's" indebtedness now is \$6,000,000.

The company had net working capital last Oct. 29 of \$25,236,592 against \$40,897,077 in the previous year, the company explaining the \$7,660,485 de-

Review

"Joe Palooka Meets Humphrey"

(Monogram)

PREVIEWED at the Ritz Theatre in Los Angeles, "Joe Palooka Meets Humphrey" took an audience in stride, collecting a generous quota of laughs from a humorous account of the boxer's interrupted honeymoon and a fight-ring finale played forthrightly for comedy. It should top its predecessors in point of audience satisfaction, and add to the following which the series has built up. Producer Hal E. Chester and director Jean Yarbrough gave the Henry Blankfort script their experienced best, and the players contributed shipshape performances to the success of the production. Robert Coogan, as Humphrey, was a happy choice for his assignment, and Leon Errol enjoys twice his usual opportunity by reason of a dual role.

Joe and his bride, Pamela Blake take off to a vacation resort on their honeymoon which they hope will be unmarred by attentions of press and profession, but a motor breakdown repaired by Humphrey attaches the latter to their party, and a rumor about Joe's retirement from the ring brings reporters and his manager, Errol, to their retreat. Joe is persuaded to take part in a benefit boxing match, by way of quashing retirement rumors, and some amusing complications places Humphrey in the role of his adversary. Humphrey, by reason of sheer bulk, figures to beat Joe, and Errol does what he can to avert the meeting, unsuccessfully. But the fight comes out the right way, for reasons more amusingly to be seen than written about, and the picture ends with Joe's career appropriately intact.

Others in the cast are Robert Coogan, Jerome Cowan, Joe Besser, Don McGuire, Donald MacBride, Curt Bois, Clem Bevans, Frank Sully, Eddie Gribbon and Sam Balter.

Running time, 65 minutes. General audience classification. Release date, not set.

crease having been due to \$4,750,000 bank loan payments in 1949, the \$1,125,851 loss for the year, and other charges. Current and working assets last October totaled \$35,315,438 against \$40,830,070 one year ago. Current liabilities were \$10,078,846 in Oct., 1949, against \$7,932,993 in 1948. Its income from operations last year dropped only slightly, from \$57,989,307 in 1948 to \$56,738,335 last year. The company's statement to stock-

holders, issued at the weekend, disclosed that the total of unremittable funds abroad at the end of the year translated into dollars at current exchange rates would be approximately \$3,000,000.

Subject to the Internal Revenue Bureau, the determination of a claim pending for the return of Federal income credit will permit the company to transfer approximately \$1,150,000 to surplus in the coming year.

Stars on Radio to Boost 'Brotherhood'; Ad Agencies Assist

Film stars on radio programs, together with top radio and advertising agency talent, are lining up solidly behind Brotherhood Week, Feb. 19 to 26, sponsored by the National Conference of Christians and Jews, according to Ted R. Gamble, national chairman of the motion picture division.

Stars who have already indicated they will promote the Brotherhood Week program include Bing Crosby, Bob Hope, Edward Arnold, Lucille Ball, Eddie Cantor, Jack Benny, Dennis Day and Groucho Marx. In addition, stars who make guest appearances on outside radio shows also will cooperate.

Through the New York Advertising Agency Ad Council, time will be made available on some of the leading radio shows, including "Cavalcade of America," "Theatre Guild of the Air," "The Greatest Story Ever Told" and "The Catholic Hour."

Garthwaite, Nevius

(Continued from page 1)

rektor on Jan. 19, will come up for a one-year extension.

Garthwaite is president of the Lee Rubber and Tire Corp., and Nevius is a partner of Nevius, Brett and Kellogg, attorneys. Other board members are expected to be re-elected.

Compensation to company officers, totaled \$653,379 during the year.



Adele Mara

Plays

ALLISON BROMLEY

"SANDS of IWO JIMA"

A REPUBLIC PICTURE

Another 10,000,000 Tax Protest Cards

A total of 1,100,000 Federal admission tax protest cards, to be signed by patrons, have been ordered for Loew's Theatres from National Screen Service, according to Earnest Emerling, Loew's circuit publicity director. In addition, every Loew's theatre will show the protest trailer indefinitely.

The initial printing of 20,000,000 cards is nearly exhausted, states Herman Robbins, president of National Screen. The demand has been so intense that an additional 10,000,000 have been ordered.

Albany Exhibitors Back Tax Campaign

ALBANY, N. Y., Jan. 29.—Pledges of cooperation by circuits and independent exhibitors were received at the weekend by Dan Houlihan, distributor chairman for the Albany district's Federal admission tax repeal campaign, as literature was mailed to 215 theatres and distributed to every Film Row employee.

Tax Hearing

(Continued from page 1)

by Thursday, the originally scheduled day for the start of the hearings.

Meanwhile, it seemed likely it will be some time before the House Committee gets around to industry testimony on excise taxes. Treasury Secretary John Snyder will be first to testify. It is expected that there will follow hearings on closing various tax loopholes criticized by the President, including so-called "single feature" film companies.

George Evans, 48

George Evans, 48, press representative of screen, stage and radio personalities, died here Thursday of a heart attack.

Chicago's Showmen Launch Drive Against Ticket Tax

CHICAGO, Jan. 29.—Independent and circuit exhibitors and distributors have united here to join the all-industry campaign to repeal the 20 per cent Federal amusement tax.

Preliminary plans for the Chicago drive were mapped late last week at the first of a series of meetings to be held at which exchange managers and exhibitor representatives were called by Tom Gilliam, local 20th Century-Fox manager and local distributor chairman of the Council of Motion Picture Organization's taxation committee.

Full use will be made of the National Screen trailers and other campaign material, Gilliam said. He will call a meeting next week to select a chairman for the exhibitor's division and also to name a publicity chairman. An over-all local industry chairman will thereafter be appointed.

Each exchange employee will be asked to write a letter to his Congressman and Senator urging repeal of the tax. Jack Kirsch, Illinois Allied president, has urged each Allied member to cooperate to the fullest extent in the campaign.

Enlarge 20th-Fox Studios

(Continued from page 1)

in the industry's future that came from company executives during the course of its second "Showmanship" parley.

Skouras said 20th-Fox proposes to release no fewer than 30 to 36 pictures this year, at a total cost of approximately \$55,000,000; 36 to 40 in 1951 at a cost of around \$60,000,000 and about 42 in 1952 at commensurate cost.

Better Films from All

"We hope all the other companies will produce more good pictures," Skouras said, and appealed to executives of other companies to urge finer product "and avoid the cluttering up of theatres with inferior films and reissues."

"We are going to refrain from bombastic material in our ads," Skouras declared in support of disclosures by company advertising-publicity vice-president Einfeld of the company's plans to "begin quiet, effective boring from within" with respect to retaining through advertising the new-found mature audiences that the industry has won with mature product. Company advertising manager Jonas Rosenfield, Jr., pointed out that "precision bombing as against buck-shooting" will be the by-word. Rosenfield reported that

20th-Fox will advertise "Three Who Came Home" in publications of women's organizations and schools that heretofore declined to take motion picture advertising.

Skouras appealed to his audience to work tirelessly to promote the good reputation of the industry. He said it was unfortunate that "we have not been the evangelists and missionaries we should be." Now, however, through the Council of Motion Picture Organizations "we have served notice that we intend to fight for our industry and defend ourselves at every crossroad of this country, at the door of every theatre, and all the way to the halls of Congress," he declared.

"Fight to Be Heard"

"Our business is big, and this means we must be big—big enough to stand together, to work at our jobs individually and collectively with all the energy and talent we possess, and to fight back when we are attacked," said the 20th-Fox president.

Skouras urged the advertising-publicity delegates to "Fight to be heard—but fight with the clean weapon of truth. Above all, fight the inciters of our industry. Fight those who for selfish purposes try to destroy our industry in order to make headlines."

Film Critic Speaks

Hank Hearn of Exhibitors' Service, Charlotte, one of the delegates who was invited to address the meeting, appealed to distributors in general to "do something" to help the small-town exhibitor advertise pictures. Einfeld reminded Hearn that 20th-Fox makes a practice of sending campaign supplements on all pictures to small-town operations.

Speaking at the morning session, Bosley Crowther, film critic of the New York Times, said there is "a vast potential audience which can be had for high-quality films." He characterized it as the "found audience" as opposed to the "lost audience."

'Heart' Premiere Here

Noel Coward's "The Astonished Heart" will be given its world premiere at the Park Avenue Theatre here, Feb. 13. Universal-International, American distributor, said it will precede the opening in Britain, where it was made under J. Arthur Rank auspices. American premiere will be a benefit for the Mary MacArthur Fund for the National Foundation for Infantile Paralysis.

'12 O'Clock High's 1st Day, \$18,000

Darryl F. Zanuck's "Twelve O'Clock High" opened to "exceptional business" at the Roxy here on Friday, according to A. J. Balaban, managing director of the theatre. He estimated the opening day's gross at \$18,000.

Compo Rolling

(Continued from page 1)

at the March session, he said, committees could be named to start the ball rolling on Compo's objectives.

Depinet paid tribute to 20th-Fox and advertising chief Charles Einfeld for the merchandising symposium which, he said, is not only good for 20th-Fox but for the entire industry as well. He said he also was appreciative of the added stimulus given promotion efforts by the Quigley Showmanship Awards.

Calling for unified effort by all, Depinet said: "The time is here when we must all devote some of our ability and some of our efforts unselfishly toward the improvement of the industry that has been so good to us all. If we do that, there is no question but that our activities will eventually rebound to the advantage of our own respective theatres or companies."

Einfeld Urges

(Continued from page 1)

regular motion picture patrons, Einfeld declared.

The producer and the man who sells motion pictures to the theatre have done their job, and it is up to the advertiser-publicist as an "intelligent, scientific merchandiser" to follow through, Einfeld said, adding regretfully that out of 110,000,000 potential customers in the U. S. the industry has managed to win only 13,000,000. We must "fight like the devil" to retain the "found audience," he said.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.

THE LAUGH EXPERTS

TESTIFY:

Ethel Merman

Broadway's great star—





"FRANCIS, the talking mule, reminds me a lot of blind dates I've had, except he's a little better looking and a lot more entertaining."

"Francis"

Coming from UNIVERSAL-INTERNATIONAL

STOP
the music!
what's the
name of
that
thing?

**FIRST
IN
FILM
NEWS**

MOTION PICTURE DAILY

MOTION PICTURE ASSOC. OF
AMERICA,
28 WEST 44TH ST., 21ST FL.
NEW YORK, N. Y.
(6 COPIES)

**Accurate
Concise
and
Impartial**

VOL. 67. N. 1

NEW YORK, U. S. A., TUESDAY, JANUARY 31, 1950

TEN CENTS

\$322 Millions In Distributor Trust Actions

94 Pending Suits Termed 'Routine' by Paramount

Film distributing companies are defendants in a total of approximately 94 pending private suits seeking treble damages for alleged violations of the Sherman or Clayton anti-trust acts, Paramount reports to the Securities and Exchange Commission in documents filed in conjunction with its reorganization into separate companies, Paramount Pictures Corp. and United Paramount Theatres.

In some of these suits money damages are sought, while in others injunctive relief is sought. In those suits in which a money judgment is asked, the total amount claimed is approximately \$322,000,000, Paramount reports.

Paramount regards these legal proceedings "as ordinary routine litigation incidental to its business." The

(Continued on page 9)

Fair Week for N. Y. 1st Runs; '12 High' Heads for \$115,000

Grosses are varied at New York first-runs this week, ranging from poor to substantial, all adding up to a mild overall take. A smash newcomer is "12 O'Clock High" at the Roxy, where the invitational premiere of the film was held last Thursday evening. The Criterion has a strong newcomer in "The Man on the Eiffel Tower."

Supported by Dean Murphy and Betty Bruce among others on stage, "12 O'Clock" figures to give the Roxy about \$115,000 in a very impressive

(Continued on page 4)

MPAA Board Will Meet Here Today

The board of directors of the Motion Picture Association will meet here today and receive proposals to reconsider its recent action refusing financial assistance to the Academy of Motion Picture Arts and Sciences for the latter's annual Academy Awards ceremonies. Reportedly, one proposal

(Continued on page 9)

Up Rental on B's: Goldstein

New call for "improved" rentals for second features was made at the Monogram-Allied Artists weekend sales meeting here by Morey Goldstein, general sales manager. He told branch managers at the Warwick Hotel session that increased rentals "would encourage Monogram to continue to improve the quality of co-features."

Guest speaker at the sales conclave was Bert Stearn, head of Cooperative Theatres of Pittsburgh, who complimented the company on its series groups which, he said, aid "nervous A" films on a program.

Goldstein presided over the meeting with president Steve Broidy and vice-president Harold Mirisch among the executives in attendance. The three also will participate at a regional session set for next Saturday and Sunday at the Muhlebach Hotel, Kansas City.

Code's 'Latitude' Hailed by Griffin

Holding that the Production Code Administration, headed by Joseph Breen, has adopted "modified standards," producer Z. Wayne Griffin said yesterday in an interview at Loew's home office that PCA realizes that "we have a job to do and they do their best to help us."

The Breen Office, he declared, "certainly is keeping abreast of the times. You've never seen a more alert and intelligent group of people. Their co-operation with us is really wonderful"

(Continued on page 10)

New York's Owners To Give Tax-Saving To Theatre Patrons

Indicating the intention of passing on any 20 per cent Federal admission tax saving to patrons, should the Federal tax be repealed, representatives of over 600 theatres in the New York area, at a meeting conducted here yesterday by the Metropolitan Motion Picture Theatre Association, set in motion a plan to use trailers on their screens carrying the message that the tax is unfair and discriminatory and calling on patrons to write to their Congressmen and Senators urging repeal.

It was estimated that elimination of the tax will save New York City film patrons \$37,200,000 yearly.

Emanuel Frisch, chairman of the MMPTA Federal tax committee, declared: "The entertainment dollar of the citizens of New York is limited.

(Continued on page 10)

Schenck's 20th-Fox Pact Is Up in May

Joseph M. Schenck's contract with 20th Century-Fox will expire in May and the production executive is declining to discuss an extension or renewal of the pact. Consequently, no negotiations are going on or are in prospect.

MOTION PICTURE DAILY reported on Jan. 9 that Schenck is determined to leave the company to complete formation and direction of his expanding national theatre interests. His formal resignation is expected to be tendered

(Continued on page 9)

\$375,768,499 to US in Taxes; Off Only 3%

WASHINGTON, Jan. 30.—General admission tax collections in 1949, reflecting box-office business from Dec., 1948, through Nov., 1949, were less than three per cent below 1948 collections, figures released by the Bureau of Internal Revenue show.

The Bureau reported that collections in Dec., 1949, were \$33,513,950, compared with \$37,927,132 in the preceding December. This made total general admission tax collections in the 12 months of last year \$375,768,499, compared with 1948 collections of \$385,125,454, and 1947 collections of \$389,867,479. Collections in five 1949 months actually exceeded the same 1948 months.

(Continued on page 10)

Court Limits Para. Decree Application

CHICAGO, Jan. 30.—Upholding the motion of defendants Paramount and Balaban and Katz, Judge William Campbell in U. S. District Court here ruled that portions of the Paramount and Bigelow decrees would not be considered as applicable for final proof in plaintiffs' testimony in a local action. The plaintiff is the De Luxe Theatre, which asks damages of \$650,000 in its anti-trust suit.

Judge Campbell said that the Paramount and Bigelow judgments would be considered only as a matter of law, and references made to them in the De Luxe complaint should be deleted.

20th-Fox Set To Resume Decree Talks

Indicates D. of J. Near Agreement with Warners

Resumption of consent decree negotiations by 20th Century-Fox with the Department of Justice in an effort to terminate the Federal anti-trust litigation against the company is scheduled for the near future.

Spyros Skouras, 20th-Fox president, has postponed indefinitely a business trip to the Far East which he had planned to start around Feb. 15 in order to be available when the negotiations begin, the company announced yesterday. The company said that important theatre divestiture negotiations with the Department are imminent and require Skouras's presence in New York.

The company held preliminary decree negotiations with the Department last fall which reportedly were stymied when the government rejected a proposal that, following divorce, Charles Skouras should continue to

(Continued on page 9)

Yates Told Allied Still Opposes Sale Of Films for Video

WASHINGTON, Jan. 30.—Allied States' opposition to release of standard motion pictures to television and all other non-theatrical users was reaffirmed by Abram F. Myers, Allied chairman and general counsel, in reply to an inquiry from Herbert J. Yates, Republic Pictures president.

Yates' inquiry was prompted by the increasing number of films being made available to television, among them former releases of Monogram, Eagle-Lion, Alexander Korda, J. Ar-

(Continued on page 9)

Paramount Again Rejects Loop Bids

CHICAGO, Jan. 30.—Paramount has rejected all Loop bids for "Dear Wife," fourth film offered to all downtown theatres under its new bidding-zoning set-up since its separation from Balaban and Katz. As in the case of "The Heiress," "Thelma Jordan" and "Captain China," the film

(Continued on page 9)

Northwest Blizzard Closes Theatres

Portland, Ore., Jan. 30.—The second severe blizzard of the month in the Pacific Northwest has closed several theatres along the Columbia River and in Eastern Oregon, and caused numerous film cancellations throughout the territory because of the inability of film trucks to get through deep snow. The Oregon Film Delivery Service reports that train service is being used instead of trucks wherever possible.

Ask FCC to Delay Hearing on Permits

WASHINGTON, Jan. 30.—Several industry groups today asked the Federal Communications Commission to postpone the deadline for submitting briefs and oral arguments in its proceedings on the radio status of anti-trust violators.

A 60-day postponement of the Feb. 6 deadline for briefs and the Feb. 13 oral argument date was requested by 20th Century-Fox. Loew's asked the date for filing briefs be March 1 and oral argument set back to April 13. The national association of broadcasters asked for a 30-day postponement of both deadlines.

Warner Brothers is expected to file later this week, seeking more time. There was some speculation also that the Motion Picture Association of America might make an appearance at the proceedings.

Goldwyn Ill, Wife Accepts His Scroll

BOSTON, Jan. 30.—Representing her husband, Samuel Goldwyn, who was stricken with laryngitis en route to Boston and returned to New York, Mrs. Frances Goldwyn was honored today at luncheon at the Boston Womens' City Club. Mrs. Harold C. Bond, past president of the club, introduced Mrs. Goldwyn, to whom she presented a scroll in recognition of Goldwyn's production achievements.

Meredith Wins Claim

Burgess Meredith has been awarded \$12,500 plus interest by New York Supreme Court Justice Nathan in his claim against Miracle Pictures for the amount claimed to be still due him for his work in "A Miracle Can Happen." Meredith was represented by Floria Lasky of Fitelson and Mayer.

Cohen to Address SWG

HOLLYWOOD, Jan. 30.—Benjamin Cohen, assistant secretary-general of the United Nations, will speak at the Screen Writers Guild annual awards presentation dinner here on Feb. 5.

Washer Opens Office

Ben Washer, film publicist, has opened a New York office in the RKO Building, Rockefeller Center.

Personal Mention

ANDY W. SMITH, 20th Century-Fox sales vice-president, will leave here tonight for Cleveland and is scheduled to return on Friday.

W. C. GEHRING, 20th Century-Fox assistant general sales manager, will leave here tonight for Pittsburgh, Washington and Buffalo.

SAM SEIDELMAN, general foreign manager for Eagle-Lion, returned to New York by plane yesterday from London.

FOSTER M. BLAKE, Universal-International Western sales manager, has left New York for Denver, Salt Lake City and Los Angeles.

WILLIAM M. PIZOR, Lippert foreign vice-president, and ARTHUR GREENBLATT, general sales manager, have returned to New York from the Coast.

WILLIAM B. ZOELLNER, head of M-G-M's short subject and reprint sales, is due back here on Thursday from a tour of exchanges.

ROBERT L. LIPPERT has arrived in New York from the Coast.

WILLIAM F. RODGERS, M-G-M sales vice-president, will return here next Monday from a vacation at Miami Beach, Fla.

MOREY GOLDSTEIN, Monogram-Allied Artists national sales manager, is in Gloversville, N. Y., today, will spend tomorrow in Albany and will return to New York on Thursday, leaving the same day for Kansas City.

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations chief, will speak before the Milwaukee Rotary tomorrow.

FREDERICK BADDEN POWELL WEILL and N. A. BRONSTEN, English producers, accompanied by JOHN WILDBERG, theatrical producer, will leave here today by plane for the Coast.

BILL TELL, Rivoli Theatre publicity director, has announced the engagement of his daughter, LAURETTE, to BERNARD ABRAMS.

BEN SEGAL, managing director of the Shubert Theatre, New Haven, and MRS. SEGAL are the parents of a boy.

Griesdorf Is Headed For Odeon 'VP' Post

TORONTO, Jan. 30.—The trade here expects the nomination of David Griesdorf to the vice-presidency of Odeon Theatres of Canada, left vacant some time ago by the resignation of George Peters. Griesdorf was named general manager last August.

Meanwhile because of his lengthy illness, J. Earl Lawson is not expected to return to active duties as president of Odeon, it is understood.

A. G. Rudd Is Leaving Newsreel Theatres

Augustin G. Rudd has resigned from Newsreel Theatres, Inc., it was announced here yesterday by Norman Elson, president.

In 1931 Rudd managed the first Trans Lux theatre here at 58th and Madison. He became general manager of Embassy Newsreel Theatres in 1937. He will continue his connection with Soundmasters, Inc.

'Never Fear' Premiere

CHICAGO, Jan. 30.—The world premiere of "Never Fear," Eagle-Lion release, will be held at the United Artists Theatre here on Feb. 10. Sally Forrest and Keefe Brazelle, stars of the film, will arrive here Feb. 5 to keep press, radio and television engagements and to attend the opening.

U-I Party Flies Home

ANTWERP, BELGIUM, Jan. 30.—After visiting seven European cities, film stars and press representatives who flew from the U.S. to attend the premiere of Universal-International's "Francis," have left here by plane. The party will reach New York tomorrow.

'Medal of Merit' to Mayer on April 12

Louis B. Mayer will accept the 1950 "Gold Medal of Merit" of the Jewish War Veterans at a dinner at the Waldorf-Astoria here, April 12. Eric Johnston, president of the Motion Picture Association of America, has been named chairman of the dinner.

Mayer will be cited for his "contributions to an industry which has served as one of America's great avenues for the dissemination of democratic ideals and principles throughout the world."

Countess Hostess at 'Treason' Premiere

Countess Klara de Corba of Hungary, lifelong friend of Cardinal Mindszenty, will be "official hostess" at the world premiere of "Guilty of Treason," story of the "trial" of the Cardinal, it was announced at the weekend by Leon Brandt, E-L director of advertising-publicity. The film bows in Boston at the Mayflower, Pilgrim and Esquire theatres on Wednesday, Feb. 8.

'Boundaries' Case Feb. 6

ATLANTA, Jan. 30.—Final hearing of producer Louis de Rochemont's and Film Classic's action challenging the Atlanta city censor's banning of "Lost Boundaries" has been postponed to Feb. 6. It was previously set for tomorrow. Judge Samuel I. Rosenman will present the plaintiff's case which will present the plaintiff's case.

20th-Fox at TV Session

WASHINGTON, Jan. 30.—20th Century-Fox has filed with the Federal Communications Commission formal notice of its intention to appear at forthcoming theatre TV hearings.

Academia Theatre A New 'P.R.' Medium

Washington, Jan. 30.—The Academia, showcase of the Motion Picture Association of America, has assumed such status as an industry public relations medium that MPAA president Eric Johnston has appointed Edward Cheyfitz to coordinate the theatre's policy. MPAA officials believe the premieres, screenings for selected Washington officials, Saturday showings for children, and other functions are winning friends for Hollywood, and plan an expanded program with a special budget.

\$420 Weekly For Directors

HOLLYWOOD, Jan. 30.—The Screen Directors Guild membership has approved agreements reached so far with producers by a negotiating committee on a new contract.

Among features are a new minimum weekly salary of \$420, a Guild shop and tightened regulations governing director credits in advertising.

Agreements covering assistant directors and unit managers remain for further negotiation.

Weiner Is Promoted

Isadore M. Weiner, salesman for Universal in Omaha for 11 years, has been named manager there, succeeding the late H. B. Johnson, who died on Jan. 19. Weiner started his new duties yesterday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SAMUEL GOLDWYN'S
"MY FOOLISH HEART"
starring
Dana ANDREWS - Susan HAYWARD
Directed by MARK ROBSON
Distributed by RKO RADIO PICTURES
SPECTACULAR STAGE PRESENTATION

Paramount presents
BARBARA STANWYCK
WENDELL COREY
H. HAL WALLIS' production
"Thelma Jordon"
IN PERSON
BILL LAWRENCE
JEAN CARROLL
BOOTHY CLARE
THE JATWALKERS
JERRY WALK
His Clarinet and Orch.
PARAMOUNT TIMES SQUARE MIDNIGHT FEATURE NIGHTLY

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
HENRY LAMARR - VICTOR MATURE - GEORGE SANDERS
ANGELA LANSDOWN - HENRY WILCOX
See the destruction of the Temple on the MAGIC CYCLODRAMIC SCREEN!
RIVOLI 5 WAY AT 40th St

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THE SHORTEST TITLE OF 1950



FOR
THE
LONGEST
LINES
OF
THE
YEAR!



HARRY M. POPKIN presents
"D.O.A." starring EDMOND O'BRIEN and PAMELA BRITTON

with LUTHER ADLER • Beverly Campbell • Neville Brand • Lynn Baggett • William Ching
Henry Hart • Laurette Luez • Produced by LEO C. POPKIN • Directed by RUDY MATE

Story and Screenplay by RUSSELL ROUSE and CLARENCE GREENE • Music Written and Directed by Dimitri Tiomkin
A Harry M. Popkin Production

Ask to Extend Warrant Date

Holders of large amounts of RKO stock option warrants have organized a committee to have the expiration date of the warrants extended. At present the warrant rights expire today.

The committee has asked for extension of the life of the warrants to May 8. The committee also has sought the right for a warrant holder to purchase 4/10ths of a share of the new theatre stock when it becomes available.

DeMille Re-considers 'Queen of Queens'

Cecil B. DeMille is again considering filming "Queen of Queens," a story which he planned to film ten years ago and abandoned.

In 1940, DeMille planned the story of Mary of Nazareth as a companion piece to his earlier "King of Kings." If produced, it would follow his next, "The Greatest Show on Earth."

NY 1st Runs Fair

(Continued from page 1)

opening week. "Eiffel Tower" at the Criterion should reach \$30,000 in a strong first week. "Backfire" should do about \$11,000 in a rather slow week at the Globe; it will be replaced by "Port of New York" on Thursday.

"My Foolish Heart" with a stage show at the Music Hall is likely to hit about \$112,000 in an adequate second week; it will stay a third and will be followed by "Young Man with a Horn" on Feb. 9. "Hasty Heart" with Gordon MacRae, Mini Benzell and others on stage will probably draw about \$40,000 in a sound second and final week at the Strand. Next at that house will be "Montana," on Friday.

"The Third Man" will open at the Victoria on Thursday, replacing "All the King's Men," which should wind up its 12th and final week with a so-so take of \$8,800. At the Capitol, "Ambush," with the Ink Spots and Sam Levenson on stage will garner an estimated \$64,000 in a good second week and it will continue. Holding

Review

"The Third Man"

(London Films-Selznick Releasing Organization)

FROM an original story written by Graham Greene on the spot, Carol Reed has produced and directed a superb melodrama of postwar Vienna. Qualitatively, "The Third Man" will rank among the best that 1950 will reveal from any source. As a big town attraction, its box-office potential is formidable. In smaller situations, its frequent lapses into German may prove a handicap. Nothing would please this reviewer more than to learn this latter impression will prove as false as false can be.

For "The Third Man" is well nigh a triumph of construction, execution and performance. Its background is Vienna under the occupation with its black market, its rubble, its expatriates, its forged passports, its suspicions and its suspects. Here, Joseph Cotten, writer of Western stories, comes in search of his friend, Orson Welles, and on arrival finds him dead. Or so he thinks.

In its initial stretches, the film plays itself out along straight mystery lines. Trevor Howard, British intelligence officer, knows Welles is ringleader of a band that traffics illicitly in penicillin while men, women and children are dying because of its lack. Cotten refuses to believe this, suspects murder, undertakes a one-man mission to ferret out the truth, runs counter to mysterious people and mysterious circumstances, generally gets himself in danger of his life and in difficulty with the British authorities. He also falls in love with Alida Valli, Czechoslovakian actress hiding from the Russians with the aid of a false passport.

The plot proceeds to tell how the facts gradually compel Cotten to accept the truth as Howard has explained it and how the net gradually draws tighter around Welles who turns up alive and eventually is cornered in the sewers under the city where Cotten kills him in an off-screen sequence established by the reverberating shot of a righteous revolver. The film ends on the suggestion that Miss Valli, still clinging to the fragrance of her liaison with Welles, ultimately will get together romantically with Cotten.

What distinguishes this exciting and superior film, however, are these elements:

The logic imparted by Greene, in association with Reed, to a story which easily could have been banal and routine under less competent auspices.

The believability and the suavity of the acting of the principals, abetted by a beautifully rounded performance by Howard and a series of expertly etched supporting roles by such Continental players—unknown here—as Ernst Deutsch as Kurtz, Erich Ponto as Winkel and Siegfried Breuer as Popesco—all of them operators with Welles in illicit penicillin.

The startling and realistic black-and-white photography which Reed notably employs to accent his drama; the genuine Viennese backgrounds—gaunt and shell-shattered buildings reaching into the night sky.

But, above all, there is Reed playing the story straight and introducing admissible dramatic tricks, giving out false clues and stimulating false excitement, then abruptly shifting to a key which the spectator never suspects is on the way. His technique of interlarding tense excitement with quiet comedy becomes a telling mark of his undeniable capabilities as a director of pronounced talent and distinction.

In the background, but moving into the foreground for emphasis as the occasion requires is a musical score relying on a single zither to establish mood. This is a fresh device, best understood and appreciated by seeing the film. Alternately haunting and purposeful, this score and its rendition by Anton Karas are decided assets of the attraction.

Hugh Perceval served as associate producer.

Running time, 104 minutes. General audience classification. Release date not set.

RED KANN

Proboscis...
or
(to some)
schnozzola

up very well, "Battleground" at the Astor is headed for a strong 12th week's \$21,000. "Samson and Delilah" continues to draw big business at the Rivoli, where the sixth week's take is estimated at \$44,500.

"Sands of Iwo Jima" still is effective at the Mayfair, where the fifth week's take is estimated at \$26,000. "Thelma Jordon" with Bill Lawrence and Jerry Wald's orchestra on stage will conclude a second and final week at the Paramount tonight with modest revenue in the till, about \$50,000. "Dear Wife" will open at the Paramount tomorrow. "Key to the City" will debut at the State tomorrow, following "East Side, West Side," which figures to do about \$8,000 in a slow sixth and final week.

Lux Film hopes to reach out beyond the confines of the "art circuit" with "Mafia," Italian import with English titles. The film will open this month at the Rialto on Broadway. "Tight Little Island" continues a winner at the Trans Lux, where \$11,500 is in view for a big fifth week. At the Bijou, "The Red Shoes" should ring up a nicely profitable 67th week's gross of \$7,800. "The Fallen Idol" promises the Sutton about \$9,000.

'Samson and Delilah' Big Grosser in Ohio

CINCINNATI, Jan. 30.—"Samson and Delilah" is setting a record for recent years for the RKO Palace here. A \$32,000 gross is estimated at advanced prices for the first week. At the RKO Grand, M-G-M's "Battleground" looks good for an estimated \$20,000 in its first week, a figure said by the management to be 150 per cent above the established house average.

'Sundowners' Premiere

AMARILLO, Tex., Jan. 30.—"Pioneer Parade Day" to honor the world premiere of Eagle-Lion's Technicolor production of "The Sundowners" which took place at the Paramount and State theatres here today was proclaimed by Gov. Allen Shivers. It touched off a series of 500 key engagements in the Southwest.

'Stromboli' to Chicago

CHICAGO, Jan. 30.—RKO's "Stromboli" has been booked into the RKO Grand here for an indefinite run starting Feb. 15.

25 City Managers Here for 3-day Shea Circuit Meet

Twenty-five city managers of the Shea Circuit will be present here this morning at the Hotel Astor for the opening of a three-day annual meeting, to be presided over by E. C. Grainger, president and general manager. Andrew J. Grainger is in charge of convention arrangements. Others attending from the host office will be G. J. Shea, R. E. Smith, C. J. Lawler, W. E. Barry, George Goett and W. B. Shea.

The following Shea city managers, will be present: Dan Gilhula, Jamestown, N. Y.; Vincent Choate, Bradford, Pa.; J. V. Minton, Erie, Pa.; Armand Pepiny, McKees Rocks, Pa.; John D. Walsh and G. E. Mason, Pittsburgh; E. J. Fahey, Manchester, N. H.; F. D. Scribner, Nashua, N. H.; Dale McCoy, Amherst, Mass.; B. L. Hickey, Greenfield, Mass.; Jack Baumgardt, Westfield, Mass.; R. W. Rhodes, Akron; Dale Tysinger, Ash-tabula, O.; F. L. Bowers, Cambridge, O.; Bob Cannon, Conneaut, O.; Thomas Turley Dover, O.; Bob Limbaugh, Geneva, O.; Fred Lahmer, Lancaster, O.; Durward Duty, Marietta, O.; William Gillam, Newark, O.; Harold Snyder, New Philadelphia, O.; J. W. Hynes, Youngstown, O.; J. W. Scanlan and E. J. Hiehle, Zanesville, O. Also present will be Frank V. King, field representative.

Luncheon Tomorrow

A general luncheon will be held on Wednesday in the Astor. Guests will include E. C. Raftery, Arthur Driscoll, M. J. Callahan, Charles Reagan, A. W. Smith, Jr., A. W. Schwalberg, E. K. O'Shea, Louis Weinberg, Arthur Greenblatt, Bernie Krantz, James Mulvey, Robert Mochrie, Nat Levy, Ben Kalmenson, Morey Goldstein, J. R. Grainger, William Heineman, William Scully, A. J. O'Keefe, Bert Sanford, Bernard Scholtz, C. S. Perkins, George Dembow, Charles Casanave, Neil Agnew, and others.

On Thursday the delegates will be given a demonstration of RCA theatre television and later will be guests of Harry Perse of Capitol Theatre Supply Co. at a demonstration to be given by Brenkert Lighting Co.

Clark Named MGM Scenario Chief Here

Olin H. Clark, for eight years Eastern story editor for Metro-Goldwyn-Mayer, will take charge of the Eastern scenario department following the recent resignation of Carol Brandt which is effective July 5. Clark will work directly with Kenneth MacKenna, in charge of the story department at the Coast studio.

A. A. Higginbotham, 60

NEW ORLEANS, Jan. 30.—Funeral services were held at Baton Rouge, La., on Saturday for Arthur A. Higginbotham, 60, president and general manager of Dixie Theatres Corp., who died here on Friday. The widow and a stepson survive.

\$100,000 Charlotte House

CHARLOTTE, Jan. 30.—A neighborhood theater to cost more than \$100,000 will be started immediately by Sherman Enterprises. The sponsors are Herbert Hal and Art Sherman.

NEW YORK
OSZENTY SENTIMINDSZENTY GETS LIFE
LIFE IMPRISONMENT
Hungarian Consul Here Quits
Four on Staff
During Court Room Ordeal
Hungary Prime Appeals Red Sentence for Treason
6 Codefendants Convicted

450* Exploitation-wise Exhibitors, knowing that

Eagle Lion's

Guilty of Treason



Charles Bickford as Cardinal Mindszenty

is one of the most widely-publicized and easily-exploited pictures in years, have booked it pre-release in order to be the FIRST to take advantage of the big campaign Eagle Lion is planning to get this picture off to a ROCKET START!



The campaign begins with

Up to press time. More pouring in daily!

Mindszenty Found Guilty, Sentenced to Life Imprisonment
Removes Pleas of Western World

A STRONG RADIO CAMPAIGN—

AND

In the Ohio region, Stations
WLW, Cincinnati; **WIBC**,
 Indianapolis; **WHAS**, Louisville;
WSPD, Toledo; **WTAM**, Cleveland,
 and **WCHS**, Charleston, W. Va.,
 are sponsoring an intensive
 schedule of events designed to
 keep the title **"GUILTY OF TREASON"**
 before the millions who live,
 trade and go to the movies in
"The Heart of the Nation."



TELLING NEW ENGLAND!

WNAC Boston	WSYB Rutland
WICC Bridgeport	WLNH Loconio
WKXL Concord	WCOU Lewiston and Auburn
WALE Foll River	WFAU Augusta
WEIM Fitchburg and Leominster	WLIH Lowell and Lawrence
WHAI Greenfield	WKBR Manchester
WONS Hartford	WTSV Claremont
WHYN Springfield and Holyoke	WNBH New Bedford
WBRK Pittsfield	WCOB Hyannis
WMTW Portland	WMLC New London
WIDE Biddeford, Me.	WDEV Waterbury, Vt.
WHEB Portsmouth and Dover	WWCO Waterbury, Conn.
WEAN Providence	WAAB Worcester
WWON Woonsocket	

The 27 stations of the Yankee
 Network are sponsoring
 similar programs for
 industrial New England—and
 eastern New York—providing
 full coverage of the most
 thickly-populated region
 in the nation!



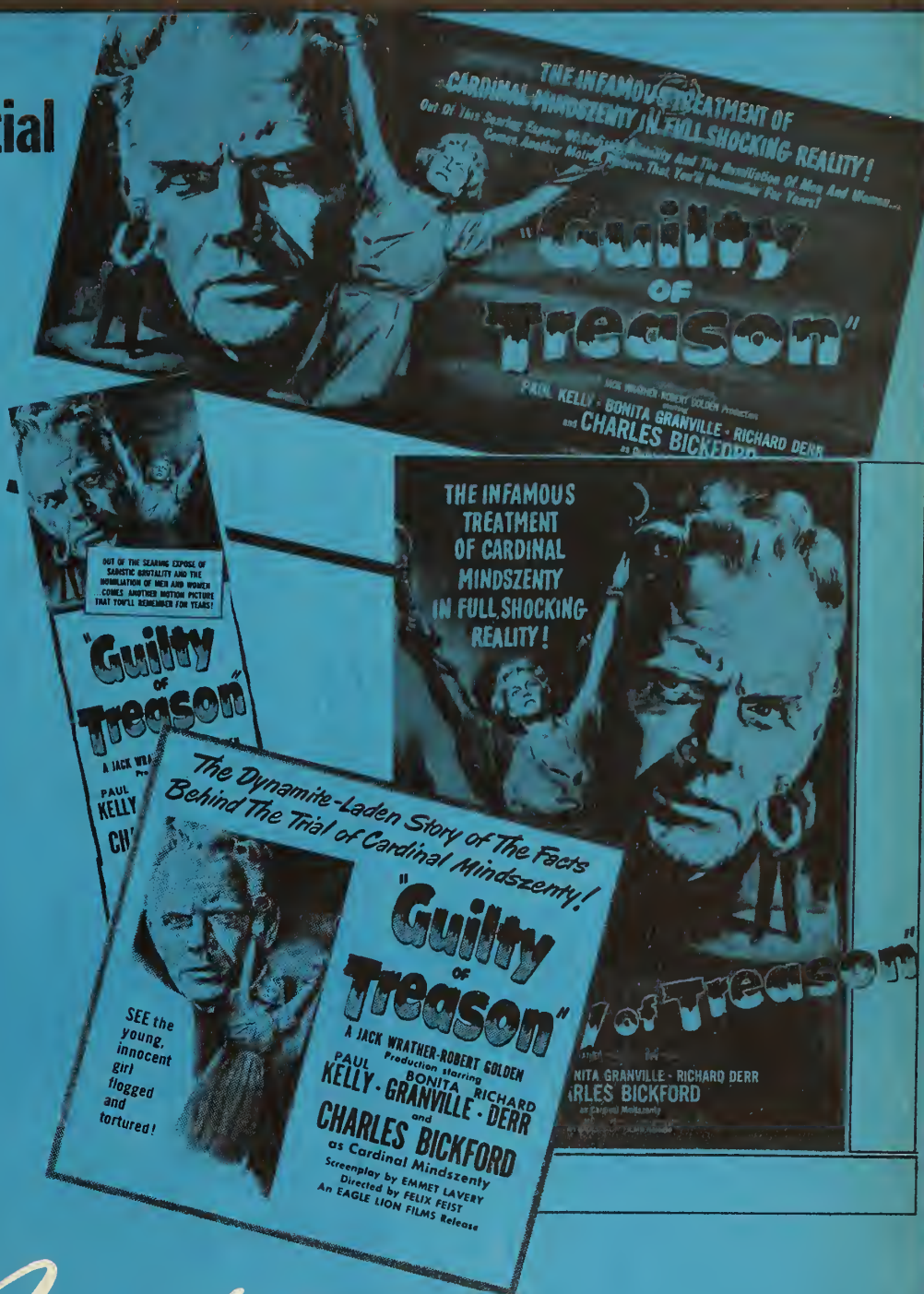
"Success seems assured through advertising, exploitation
 and publicity campaign, which has just gotten under way
 by Eagle Lion..."

—Showmen's Trade Review

CONTINUES WITH POWERFUL NEWSPAPER SUPPORT!

74 of the most influential newspapers will keep pounding the big news via half and full-page regional ads—stories, layouts, pictures!

BRIDGEPORT, Conn., Post Telegram, Sunday Post • **HARTFORD, Conn.**, Courant, Sunday Courant, Times • **NEW HAVEN, Conn.**, Journal Courier, Register, Sunday Register • **STAMFORD, Conn.**, Advocate • **WATERBURY, Conn.**, Republican & American, Republican & American (E & Su) • **INDIANAPOLIS, Ind.**, Star & News, News Star, Times, Sunday Times • **LOUISVILLE, Ky.**, Courier Journal Times, Sunday Courier Journal • **BOSTON, Mass.**, Christian Science Monitor (Atlantic Edition), Globe, Sunday Globe, Herald Traveler, Sunday Herald, Post, Sunday Post, Record American, Advertiser • **BROCKTON, Mass.**, Enterprise & Times • **LOWELL, Mass.**, Sun, Sunday Sun, Telegram • **LYNN, Mass.**, Item, Telegram News, Sunday Telegram News • **NEW BEDFORD, Mass.**, Standard Times, Sunday Standard Times • **SPRINGFIELD, Mass.**, Union News, Republican • **WORCESTER, Mass.**, Telegram Gazette & Post, Sunday Telegram • **CONCORD, N. H.**, Monitor & New Hampshire Patriot • **KEENE, N. H.**, Sentinel • **MANCHESTER, N. H.**, New Hampshire Union, Manchester Leader, New Hampshire Sunday News • **PORTSMOUTH, N. H.**, Portsmouth Herald • **CINCINNATI, Ohio**, Enquirer, Sunday Enquirer, Post, Times Star • **COLUMBUS, Ohio**, Citizen, Sunday Citizen, Dispatch, Sunday Dispatch, Ohio State Journal, Star • **CLEVELAND, Ohio**, News, Plain Dealer, Sunday Plain Dealer, Press • **DAYTON, Ohio**, News Journal Herald, Sunday News • **TOLEDO, Ohio**, Blade & Times, Sunday Blade • **PAWTUCKET, R.I.**, Pawtucket Times, Journal Bulletin, Sunday Journal Bulletin • **BURLINGTON, Vt.**, Free Press, News, Sunday News • **RUTLAND, Vt.**, Herald • **CHARLESTON, W.Va.**, Gazette, Mail, Sunday Mail.



In addition.....

the many foreign language newspapers — vitally interested in the story behind "GUILTY OF TREASON" — promise all-out co-operation publicity-wise! This will be backed with a PAID advertising campaign.

Plus...

"An outstanding box-office attraction..."
—Pete Harrison

"A great patronage response by a primed public is indicated...it is easy to figure on a wide-spread alerted attendance..."
—Film Daily

STRATEGIC and INTENSIVE area-wide posting of the dynamic 24-sheet will keep reminding the public that "GUILTY OF TREASON" is a GREAT picture and that it's on its way!

KEY CITIES WHICH HAVE BOOKED "GUILTY OF TREASON" TO DATE . . .

Space does not permit full list of locked bookings up to press time!

ALBANY AREA

Strand Albany
Tray Tray

BOSTON AREA

Pilgrim Boston
Mayflower Boston
Esquire Boston
Bijou Bangor
Empire Fall River
Broadway Lawrence
Modern Lawrence
Merrimac Lowell
Olympia New Bedford
Strand Newport
Union Square Pittsfield
Strand Portland
Metropolitan Providence
Capital Springfield
Art Springfield
Warner Worcester

BUFFALO AREA

20th Century Buffalo
Jefferson Auburn
Strand Binghamton
Regent Elmira
Winter Garden Jamestown
Rialta Lockport
Cataract Niagara Falls
Paramount Syracuse

CINCINNATI AREA

Albee Cincinnati
Capital Charleston
Palace Columbus
Keith Dayton
Palace Huntington
State Lexington
Grand Newark
Columbia Portsmouth
State Springfield
Weller Zanesville

CLEVELAND AREA

Allen Cleveland
Colonial Akron
Ohio Canton
State Lima
Madison Mansfield
Palace Marion
Paramount Steubenville
Rivali Toledo
Robbins Warren
Palace Youngstown

INDIANAPOLIS AREA

Indiana Indianapolis
Paramount Anderson
Grand Evansville
Indiana Kokomo
Anderson Louisville
Orpheum Terre Haute

NEW HAVEN AREA

College New Haven
Majestic Bridgeport
Laew's Hartford
Laew's Pali Norwich
Empress S. Norwalk
Plaza Stamford



THIS pre-release campaign is in ADDITION

to the intensive nation-wide drive Eagle Lion is conducting through every conceivable outlet to let the nation know that **GUILTY OF TREASON** is **BIG, IMPORTANT** and — above all — exciting and dramatic **ENTERTAINMENT!** Out of its searing exposé of sadistic brutality and the humiliation of men and women . . . comes another motion picture that you'll remember for years!



A JACK WRATHER-ROBERT GOLDEN Production starring
PAUL KELLY · BONITA GRANVILLE · RICHARD DERR
and **CHARLES BICKFORD** as Cardinal Mindszenty
Screenplay by Emmet Lavery · Directed by FELIX FEIST · An Eagle Lion Films Release

UA-FWC Split Nears Finish

HOLLYWOOD, Jan. 30.—United Artists Theatre Circuit will complete its implementation of the New York court order requiring separation of its theatre operations from Fox West Coast when, on Wednesday, it takes over management and operation of 12 theatres and relinquishes Grauman's Chinese to UATC, UATC head Pat DeCicco says today.

Taken over by UATC are the Four Star here; United Artists in East Los Angeles, Inglewood, Pasadena, Long Beach and Berkeley; the Capitol and California in Glendale; the Long Beach in Long Beach, the Mission, San Jose; the Varsity, Palo Alto, and the California, Richmond.

Maco Disposing Of Additional Theatres

MINNEAPOLIS, Jan. 30.—Latest theatre properties of Minnesota Amusement Co., United Paramount Theatres subsidiary, to go on the block, in order to open up situations to competition under government decree orders, are the State, Huron, S. D., and the Eastman, St. Cloud, Minn. In both situations, Maco must dispose of all interests in the properties, including land and buildings.

The circuit previously split two properties at Fairmont, Minn., with the Nicholas estate, and disposed of the Lyric at Madison, S. D., and the Gopher, Minneapolis. Currently, Maco is negotiating for the sale of the State, Austin, Minn., O'Klare at Eau Claire, Wis., and a split of properties with Welworth circuit at La Crosse.

Schenck's Pact

(Continued from page 1)

to the 20th-Fox board in the spring. Meanwhile, talks are still continuing between the company and Al Lichtman, vice-president, to determine whether Lichtman will continue with the company in an active or an advisory capacity. His present pact permits him to make that choice now but a decision apparently has not been reached yet.

Rejects Bids

(Continued from page 1)

received a number of bids from Loop theatres, but in each instance were considered unsatisfactory by Paramount, and it will be sold under negotiated terms.

Paramount today closed 14 first-run outlying engagements on "Thelma Jordon" by bidding.

Chicago Critic Sam Lesner Will Conduct Series of 'P.R.' Meetings

Chicago, Jan. 30.—The public relations program to sell the public on the merits of picture-going received a "shot in the arm" from Chicago Daily News film critic, Sam Lesner.

In the first of what is expected to be a weekly series of voluntary speeches, Lesner told a gathering of 250 in Oak Park, a suburb, "What Is Right with the Movies." Cooperating were exhibitors of Chicago who made available to Lesner passes for every person in the audience. The critic recommended the best films currently being shown in the city. His speech was spiced by caustic remarks to the women, whom he pointed out spend 72 per cent of every dollar in each household. At one point he singled out a woman wearing an expensive hat and asked her how many hours she spent shopping for that hat and then stated he would wager a week's salary that she did not spend one-twentieth of the same time shopping for a good film.

Lewin in London to Direct Woolf Film

LONDON, Jan. 30.—Albert Lewin has arrived here from Hollywood to produce and direct "The Flying Dutchman" for John Woolf's Romulus Films. Woolf, former joint managing director of J. Arthur Rank's General Film Distributors, will also handle distribution of the picture. James Mason and Ava Gardner, stars of the film, will arrive here from the U. S. in April and proceed to Spain for location work.

20th-Fox Decree

(Continued from page 1)

head National Theatres while Spyros Skouras continued as head of 20th-Fox.

The Justice Department indicated then that it would not resume negotiations with 20th-Fox until consent decree negotiations with Warner Bros. were concluded. The fact that it is now ready to resume the 20th-Fox negotiations signalizes that completion of the Warner decree talks is at hand.

The government also vetoed a proposal that any of the Warner brothers be permitted to continue in theatre operations after divorcement while others continued with the picture company. In consequence, Harry, Jack L. and Albert Warner plan to continue with the picture company under the decree being worked out. An option to purchase their stock in the new theatre company was granted to Lehman Bros., investment firm.

Charles Skouras has been in New York for the past two weeks conferring on prospective divestiture of National Theatres properties, as a preliminary to negotiations. He is scheduled to leave for the Coast today.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Allied on Video

(Continued from page 1)

thur Rank and Astor Pictures, he said. Citing a published report that United Artists and its producers are preparing to sell films to television, Yates said that Republic has passed up opportunities to earn several millions of dollars in recent years by selling films to television because the company believed the policy to be injurious to theatrical accounts. He asked whether Allied's policy in the matter had changed recently, implying that if there has been a change Republic might sell product to television.

Myers said the subject of films on television will come up at Allied's board meeting here Feb. 9 and 10.

MPAA Board Meet

(Continued from page 1)

asking an appropriation of \$75,000 be voted the Academy will be made if the board agrees to reconsider its prior action.

The MPAA board also may take action on the program of the Council of Motion Picture Organizations at today's meeting.

MPAA's television committee is scheduled to meet here today for a discussion of industry appearances at the forthcoming Federal Communications Commission hearings on allocation of ultra-high frequencies for theatre television.

6 Percentage Suits Filed at Salt Lake Against 8 Theatres

SALT LAKE CITY, Jan. 30.—Six percentage actions have been filed here in U. S. District Court against eight theatres of Samuel L. Gillette and the Associated Amusement Co., alleging false returns on percentage exhibitions at the Ritz, Strand and Tod Park theatres in Tooele, Utah; Weber Motor Vu Theatre in Riverdale, Utah; Motor Vu Drive-in, Twin Falls, Idaho; Motor Vue Drive-in, El Centro, Cal.; Motor Vue Drive-in, Las Vegas, Nev., and the Motor-Vue in Bellingham, Wash. Separate actions were brought by United Artists, RKO, Universal, Columbia, Warner Brothers and Loew's. Actual and exemplary damages are sought in each case.

The law firm of VanCott, Bagley, Cornwall and McCarthy of Salt Lake City, are the distributors' attorneys.

94 Trust Actions

(Continued from page 1)

experience of Paramount with respect to suits which have been settled, it is reported, indicates that the ultimate liability will be only a small fraction of the amount claimed. It is pointed out additionally that in most of the 94 actions several defendants will share liability, if and when the defendants are adjudged liable.

Under the terms of the Paramount plan of reorganization, United Paramount Theatres has assumed the obligation of paying 50 per cent of the expense and liability incurred in connection with anti-trust litigation where Paramount distribution and exhibition are involved when such suits are based upon occurrences prior to Dec. 31, 1949, the date of the consummation of the plan of reorganization.

This obligation, the documents state, relates not merely to suits commenced prior to the consummation of the plan but also to suits commenced after the consummation of it and whether or not the litigation was commenced against Paramount Pictures, Inc., any subsidiary or any successor thereto.

CASH

For outstanding FEATURES only.

RESIDUALS, REISSUES and outright purchase of NEGATIVES.

NORMAN EISENSTEIN
AND ASSOCIATES

2 Park Avenue

New York 16, N. Y.

THOSE WHO KNOW COMEDY BEST agree!

Fred Allen

says

"FRANCIS is one of the most delightful comedies I've ever seen. Only two actors could've played the part... Francis and Jack Benney—and I'm glad the one with the talent got the part."



Coming from
UNIVERSAL-INTERNATIONAL

"Francis"

Newspaper Ads Ask Congress to Cut Tax

Washington, Jan. 30.—The National Committee for Repeal of Wartime Excise Taxes, in page advertisements in local papers, called on Congress today for repeal of the taxes.

The ads warned that people are cutting spending, waiting for Congress to act. Motion Picture Association of America. President Eric Johnston is vice-chairman of the committee. Other film industry officials signing the ad include Spyros P. Skouras, Leonard H. Goldenson, Harry M. Warner, Nicholas M. Schenck, and Marion B. Folsom.

Solons Encouraging On Tax, Kirsch Says

CHICAGO, Jan. 30.—Initial steps to defeat the 20 per cent Federal amusement tax are meeting with highly encouraging response from state Congressmen, Jack Kirsch, Illinois Allied head, reported today.

As a result of letters sent to Congressmen and Senators urging their support of the industry's campaign to repeal the tax, more than a dozen responses have been received by Kirsch from local Congressmen asserting their full support. They include Congressmen William L. Dawson, Thomas O'Brien, Melvin Price, Neil Lineham and Sidney R. Yates.

Review

"Love of a Clown" ("I Pagliacci")

(Itala Films—Motion Picture Sales Corp.)

OPERA has been brought to the screen in a stirring version of Leoncavallo's "I Pagliacci," directed by Mario Costa and interpreted by the Ballet Corps and the Teatro dell'Opera orchestra, conducted by Giuseppe Morelli. Obviously there is greater scope in such a film than there could possibly be on a stage and this one has the authenticity of the original Italian setting.

The picture is a natural for art theatres. It might have gained a larger audience by providing more movement and variety, with tighter direction.

There is plenty of drama in the tale of the wandering player who, driven to a frenzy by finding his wife unfaithful, kills both her and her lover while "the show goes on." Tito Gobbi is superb in his singing of the dual role of the clown and the lover; he also sets the stage for the tragedy with the oft-sung Prologue. The sound track, however, failed to do justice to the higher notes in Gina Lollobrigida's arias as Nedda, the faithless wife. Afro Poli, as Canio, the husband, is in excellent voice and gives a moving rendition of the "Vesti La Giubba" aria. The supporting role of Beppe is well sung by Filippo Morucci. A foreword in English by Sinclair Lewis does much to set the mood for the audience. English titles are dubbed in at intervals to give the gist of the story.

Running time, 60 minutes. General audience classification. For February release.

DOROTHY ALTMANN

U. S. Taxes

(Continued from page 1)

It will not be possible to compare business in the full 12 months of 1949 against 1948 until the January collections, reflecting December business, are revealed next month. However, it is expected that the results will not show much difference.

Help make Better Americans—Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

Griffin on Code

(Continued from page 1)

and they are certainly giving us more latitude now."

In both "Family Honeymoon," which Griffin made for Universal release, and "Key to the City," which he made for M-G-M, adjustments were effected in conformance with Breen Office suggestions, he said.

Ohio Passes 'Forest'

COLUMBUS, O., Jan. 30.—Warner's "Beyond the Forest," banned last fall by Ohio censors, has been approved.

Set N. Y. Area Tax Committee

Consolidating local exhibitor opposition to the 20 per cent Federal admission tax, exhibitors in the New York area have selected Maurie Miller of Harry Hecht Theatres for the New Jersey Theatre Owners Association; Emanuel Frisch of Randforce Amusement Co. for the New York Metropolitan Motion Picture Theatres Association; George Gold, legislative representative for Allied of New Jersey, and J. Joshua Goldberg of the New York Independent Theatre Owners Association, as co-chairmen.

Representatives of the four exhibitor associations met here last week with the full distributors committee, chairman of which is San E. Diamond of 20th Century-Fox, for a discussion of the tax campaign to be waged here.

New York's Owners

(Continued from page 1)

Keeping a discriminatory tax on the purses of those least able to bear it is not in line with American principles."

It was anticipated that members of the House and Senate soon will be bombarded with "millions" of appeals from the New York area for the removal of the tax.

Present at the meeting were: Leo Brecher, Oscar A. Doob, Russell V. Downing, Harry Goldberg, Sol A. Schwartz, Harold Klein, Morton Sunshine, Emanuel Frisch, Samuel Rosen, Edward Rugoff, Fred J. Schwartz, Leslie Schwartz, J. McInerney, Solomon M. Strausberg, Louis M. Weber, Vernon Hammer, Peter Fink, Walter Higgins and D. John Phillips.

PARAMOUNT TRADE SHOWS

Friday, Feb. 3rd, 1950

"THE EAGLE AND THE HAWK"

starring

JOHN PAYNE · RHONDA FLEMING
DENNIS O'KEEFE

with Thomas Gomez · Fred Clark
Frank Faylen · Eduardo Noriega

Color by TECHNICOLOR

Directed by LEWIS R. FOSTER

Screenplay by Geoffrey Homes and Lewis R. Foster

From a story by Jess Arnold

Produced by

WILLIAM H. PINE and WILLIAM C. THOMAS

CITY	PLACE OF SCREENING	TIME
ALBANY.....	FOX SCREENING ROOM, 1052 Broadway.....	7:30 P.M.
ATLANTA.....	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.....	2:30 P.M.
BOSTON.....	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street.....	2 P.M.
BUFFALO.....	PARAMOUNT PROJ. ROOM, 464 Franklin Street.....	1:30 P.M.
CHARLOTTE.....	PARAMOUNT PROJ. ROOM, 305-307 So. Church Street.....	10 A.M.
CHICAGO.....	PARAMOUNT PROJ. ROOM, 1306 So. Michigan Ave.....	1:30 P.M.
CINCINNATI.....	PARAMOUNT PROJ. ROOM, 1214 Centrol Parkway.....	3:30 P.M.
CLEVELAND.....	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street.....	2 P.M.
DALLAS.....	PARAMOUNT PROJ. ROOM, 412 So. Horwood Street.....	10:30 A.M.
DENVER.....	PARAMOUNT PROJ. ROOM, 2100 Stout Street.....	2 P.M.
DES MOINES.....	PARAMOUNT PROJ. ROOM, 1125 High Street.....	1 P.M.
DETROIT.....	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue.....	2 P.M.
INDIANAPOLIS.....	PARAMOUNT PROJ. ROOM, 116 West Michigan St.....	10 A.M.
JACKSONVILLE.....	FLORIDA THEATRE SCREENING ROOM, Florida Thea. Bldg.....	1 P.M.
KANSAS CITY.....	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street.....	2 P.M.
LOS ANGELES.....	PARAMOUNT PROJ. ROOM, 1613 West 20th Street.....	1:30 P.M.
MEMPHIS.....	PARAMOUNT PROJ. ROOM, 362 South Second Street.....	2:30 P.M.
MILWAUKEE.....	PARAMOUNT PROJ. ROOM, 1121 North 8th Street.....	2 P.M.
MINNEAPOLIS.....	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue.....	2 P.M.
NEW HAVEN.....	PARAMOUNT PROJ. ROOM, 82 State Street.....	8:15 P.M.
NEW ORLEANS.....	PARAMOUNT PROJ. ROOM, 215 South Liberty Street.....	1:30 P.M.
NEW YORK CITY.....	PARAMOUNT PROJ. ROOM, 1501 Broadway—(9th Floor).....	2:30 P.M.
OKLAHOMA CITY.....	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue.....	1 P.M.
OMAHA.....	PARAMOUNT PROJ. ROOM, 1704 Davenport Street.....	1 P.M.
PHILADELPHIA.....	PARAMOUNT PROJ. ROOM, 248 North 12th Street.....	2 P.M.
PITTSBURGH.....	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies.....	2 P.M.
PORTLAND, ORE.....	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Ave.....	2 P.M.
ST. LOUIS.....	PARAMOUNT PROJ. ROOM, 2949 Olive Street.....	2:45 P.M.
SALT LAKE CITY.....	PARAMOUNT PROJ. ROOM, 270 East 1st South St.....	1:30 P.M.
SAN FRANCISCO.....	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.....	7:30 P.M.
SEATTLE.....	PARAMOUNT PROJ. ROOM, 2330 First Avenue.....	1:30 P.M.
WASHINGTON.....	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.....	1:30 P.M.



*There's Never Been
Anything Like Them!*

Monogram
Joyously announces the return of
**THE GREATEST
KID COMEDIES
EVER MADE!**

All set to make the world laugh
again...under the new title of...

THE LITTLE RASCALS

Remember
These Famous
Kids...And The
Crowds Who
Loved Them!

FARINA
DICKIE MOORE
JACKIE COOPER
MARY KORNMAN
JOE COBB
JACK CONDON
SPANKY MacFARLAND
SUNSHINE SAMMY
MICKEY DANIELS

All of the LITTLE RASCALS do
not appear in each photoplay
of the LITTLE RASCALS series



Wire your MONOGRAM Exchange for these Grand Shorts TODAY!

HIGHEST PRAISE!



THIS IS EVERY
WORD OF THE
TIME MAG.
REVIEW OF
12 O'CLOCK HIGH!
READ
EVERY
WORD



GREGORY PECK & HUGH MARLOWE
With cold passion, inner torment.

Twelve O'Clock High (20th Century-Fox) is the freshest and most convincing movie of the current cycle about World War II. It successfully blends an artistry all too seldom shown by Hollywood and the high technical skill that only Hollywood commands.

Scripted by Sy Bartlett and Beirne Lay Jr. from their own scenario-like novel about a heavy bomber group in the U.S. Army's Eighth Air Force (in which they both served), *Twelve O'Clock High* has the uncommon merit of restraint. It avoids such cinemilitary booby traps as self-conscious heroics, overwrought battle scenes and the women left behind or picked up along the way. (In fact, women appear only in bit parts.) The picture concentrates on an engrossing human crisis posed by the demands of the early air war's "maximum effort."

Twelve O'Clock High is the story of a stubborn flying general's mission: rebuilding a bomber group whose shattered morale under heavy losses threatens to 1) discredit precision daylight bombing, and 2) undermine the whole aerial offensive against German-held Europe. Brigadier General Frank Savage* (Gregory Peck) goes at the job with the cold passion of a martinet and the inner torment of a man of good will. He breaks subordinates, cancels privileges, harangues his crews ("Consider yourselves dead"), disgraces misfits, puts the outfit through elementary training paces and woos such resentment that every pilot accepts his blanket invitation to apply for transfer.

Then the shock treatment begins to pay off, first in bombing results, gradually in grudging admiration for Savage, finally in the *esprit de corps* that he has been driving for. But as the group's record vindicates the general's inhuman regime, his own humanity betrays him into physical collapse.

The general's fight to mend the morale of the group—which takes almost two-thirds of the film—is a self-contained story so absorbingly pictured that some cinemagoers may feel a letdown when there seems nothing left to fight but the Germans. But Director Henry King makes the most of his only combat sequence: a trim, exciting pattern of re-enacted shots intercut with official U.S. and German wartime film.

Nothing about Producer Darryl F. Zanuck's painstakingly made film is better than its performances. As a paunchy, middle-aged adjutant, Dean Jagger without his toupee seems to have launched an entirely new career. Broadway's Gary Merrill, playing the general's nerve-racked predecessor, adds considerably to the picture's conviction. Hugh Marlowe, Robert Patten, John Kellogg, Millard Mitchell and Paul Stewart are all able actors in top form. If Hollywood had no star system, the difficult central role would call for an actor of more physical maturity than Gregory Peck. Nonetheless, Star Peck rises above the handicap with a strong, beautifully modulated performance that never lets the role down.

TIME, JANUARY 30, 1950

There's No Business Like **20**th CENTURY-FOX Business!

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IN
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NEWS**

**Accurate
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MOTION PICTURE ASSOC. OF
AMERICA,
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NEW YORK 18,
N. Y. (2 COPIES)

VOL. 67. NO. 22

NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 1, 1950

TEN CENTS

Membership in Compo Voted By MPA Board

Pave Way for Simpp to Enter By New By-law

Board of directors of the Motion Picture Association of America at a meeting here yesterday unanimously voted acceptance of charter membership in the Council of Motion Picture Organizations and at the same time apparently paved the way for similar ratification by the Society of Independent Motion Picture Producers.

On recommendation of Compo chairman Ned E. Depinet, the MPAA board inserted a new paragraph in the all-industry organization's by-laws which is designed to make it clear that independent producers and the distributors releasing their product "shall each pay their pro rata share of" voluntary contribution. Thus the 10 cents per \$100 of feature film rental will be taken from the distributor's

(Continued on page 6)

Aim to Extend Tax On Foreign Film Rentals in U. S.

U. S. Treasury Department is "thinking in terms" of broadening application of the 30 per cent withholding tax on foreign film rentals here so that product purchased outright for distribution in the U. S. would be subject to the levy, John G. McCarthy, head of the international division of the Motion Picture Association of America, disclosed here yesterday.

Heretofore, foreign films released here by the producers' representatives or affiliates were subject to the 30 per cent tax but films purchased on an outright basis were excluded. Double taxation conventions with France and England exempt films from those countries altogether.

1st Survey of TV Box-Office Impact

WASHINGTON, Jan. 31.—First comprehensive survey of the effect of television on theatre box-offices has been completed here and will be made public shortly.

The survey, covering 400 families in the Washington area, was conducted by Charles Alldredge, local public relations consultant. It was financed jointly by local groups.

'Samson' Grosses \$825,000 In Its First 16 Bookings

With 16 pre-release engagements to date, 13 of which are in the first or second week, Cecil B. DeMille's "Samson and Delilah" has grossed more than \$825,000 and has been seen by a Coast-to-Coast audience of 1,000,000 people, it was disclosed here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Schwalberg stated "Paramount's anticipation of a \$25,000,000 gross is well on its way to becoming a reality rather than a prediction.

In New York, where the picture had its world premiere at the Paramount and Rivoli theatres, more than 550,000 have already seen the film, Schwalberg said. The Paramount has completed a four-week run and the film is currently in its sixth week at the Rivoli.

In Toronto, "Samson" is in its fifth week at the Victoria, where it has played to more than 85,000 people

(Continued on page 6)

E. Pa. Allied Hears Results of Survey

PHILADELPHIA, Jan. 31.—All of the film exchanges in the Philadelphia territory are under-staffed in sales personnel, according to the results of a questionnaire circulated among Eastern Pennsylvania Allied members, it was revealed by general manager Sidney Samuelson at the organization's 12th annual meeting here today. Replies to the question "How often do film salesmen call on you?" indicated, he said, that the under-staffed exchanges cannot properly service the number of accounts in this area.

The survey also revealed that several film companies were not adhering to the pledge of no "must per-

(Continued on page 4)

Kreisler Tops Foreign Unit

Motion Picture Association of America will get underway immediately with its program of actively assisting foreign producers in mar-

keting their product here with B. Bernard Kreisler, who has had extensive experience in American and foreign film matters, appointed as executive director of the association's Advisory Unit for Foreign Films.



B. Bernard Kreisler

John G. McCarthy, MPAA vice-president in charge of international affairs, announced the Kreisler appointment here yesterday. Kreisler will develop the unit under McCar-

(Continued on page 6)

To Take Over More In UA - FWC Split

SAN FRANCISCO, Jan. 31.—In addition to Grauman's Chinese Theatre in Hollywood being taken over by Fox West Coast from United Artists Theatre Circuit, seven additional theatres are expected to be taken over by FWC next week. They are the San Francisco neighborhoods, Noe, Parkside and Midtown, and the Chimes, Parkway, Eastmont and Palace in Oakland.

Doob Asks 110 Circuit Ad Heads To Work on 'Kill-the-Tax' Drive

As an outgrowth of committee chairman Abram F. Myers' appearance last week before advertising and publicity directors assembled for the 20th Century-Fox merchandising seminar, the Council of Motion Picture Organizations tax committee is inviting some 110 circuit advertising heads to form a special activities committee, with each member taking an active publicity role in his area.

Oscar A. Doob of the COMPO committee, in a letter suggesting that the "experts" band together in the special committee, pays tribute to the part that the group played in the industry war drives and asks them to provide the same leadership in the current "kill-the-tax" campaign. Those invited to join the committee represent some 5,500 theatres.

House Unit to Move Fast on Tax Hearings

Film Industry Must Act Quickly in Its Battle

WASHINGTON, Jan. 31.—House Democratic leaders decided today to move quickly on a tax bill, holding hearings on excises and other controversial matters to an absolute minimum.

The decision means the industry will have to move ahead quickly with its tax campaign plans.

House Ways and Means Committee chairman Doughton told reporters, after a conference with Speaker Rayburn, Majority Leader McCormack, and Democratic committee members, that he hoped excise hearings would take no more than a week.

Hearings open Friday with Secretary of the Treasury Snyder the lead-

(Continued on page 7)

Para. Richards in First Deals Under Decree Disposals

NEW ORLEANS, Jan. 31.—Paramount Richards Theatres has started its divestiture of interests in 44 theatres in compliance with the terms of Paramount's consent decree in the industry anti-trust suit. Norman Carter, president of the United Paramount subsidiary, today announced sale of the Ritz, Natchez, to Irving Oberlin, Natchez jeweler, and the Gulf Theatre, Gulfport, Miss., to Mike and Ed Saloom, local merchants.

Paramount Richards, as of Jan. 1, had 100 per cent interest in 47 houses and partial interests in 33 others. By July 1, the circuit must revise these holdings so that it owns a maximum of only 36 theatres 100 per cent.

MPAA Votes Aid for Academy Awards

Film company presidents at a board meeting of the Motion Picture Association of America here yesterday reconsidered a previous refusal and voted to give financial support to this year's awards ceremonies of the Academy of Motion Picture Arts and Sciences. An appropriation of \$75,000 is said to have been voted, as reported here yesterday.

NEWS in Brief . . .

WILLIAM R. FERGUSON was given a farewell luncheon at the Astor Hotel here yesterday preliminary to his retirement from the company after 30 years, most of which were spent as exploitation head. Howard Dietz, advertising-publicity vice-president was host.

Los Angeles, Jan. 31.—U. S. Marshal James J. Boyle will auction the film "Casbah" to the highest bidder at the Hall of Justice on Friday morning to satisfy a claim of \$29,486 still due to Universal-International, the distributor, from Marston Pictures, the producer, under a chattel mortgage foreclosure action recently decided in U-I's favor.

Grace Rosenfield, with Hal Roach for 18 years, mostly as Eastern representative, has resigned to form her own company after her return from a vacation. The new organization will represent independent producers on a worldwide basis in both sales and publicity.

Hollywood, Jan. 31. — Eleanor Parker has asked and received a release from her Warner contract after eight-and-one-half years with the studio. The star announced she will make no future plans pending the birth of her baby in April.

CINCINNATI, Jan. 31.—Robert J. Libson and Maurice White have formed Cincinnati Theatres, Inc., to take over the leases of the 2,000-seat RKO Capitol and the 2,150-seat RKO Shubert here, which have been given up by RKO under terms of the government divestiture decree.

Chicago, Jan. 31.—Final hearings in the Oriental Theatre lease dispute are to be held tomorrow before Judge Cornelius Harrington of the Circuit Court of Cook County.

LOUISVILLE, Jan. 31.—Bills introduced in the general assembly at Frankfort include senate bill No. 67, proposed by H. Stanley Blake, to establish a division of film censorship under supervision of the Department of Business Regulations, and senate bill No. 68 to provide for the censorship of all motion pictures shown publicly in the state.

Hollywood, Jan. 31. — Carl Krueger, who produced "Golden Gloves" in an original Chicago setting for Eagle-Lion, will leave here Thursday for that city to set plans for filming "All-Star Game," a football story, in a similar fashion.

HOLLYWOOD, Jan. 31.—Robert Stillman Productions has engaged Arthur Lubin to direct "Queen for a Day," based on the radio program of the same name.

ALBANY, N. Y., Jan. 31.—Richard Condon completed here today a tour of key cities in which he exhibited the costumes and jewelry used in filming "Samson and Delilah."

Personal Mention

CHARLES SKOURAS left here yesterday for Los Angeles.

SAMUEL PINANSKI, Theatre Owners of America president, is scheduled to leave Boston today for a Florida vacation.

ALBERT M. PICKUS, director of Motion Picture Theatre Owners of Connecticut, has returned to Stratford from New York.

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, is in Kansas City from New York.

JOEL BEZAHLE, M-G-M home office sales executive, returned here yesterday from Chicago.

NAT LIEBESKIND, foreign distributor and exhibitor, has returned here from Havana.

C. J. FELDMAN, Universal-International Eastern sales manager, is in Washington from New York.

IRVING SOCHIN, sales head for U-I's Prestige Pictures, will leave here tomorrow for Boston.

S. H. FABIAN, president of Fabian Theatres, is vacationing in Florida.

100-150 Air Spots for 'Dear Wife' Campaign

"Dear Wife" Paramount, will be launched in 35 cities with a radio saturation campaign, it was announced by Max E. Youngstein, director of advertising-publicity.

The campaign will consist of 100 to 150 radio spots in each key and will be timed so that each campaign is spread out over three days in advance of opening dates. Philadelphia was the first to get the campaign, opening at the Goldman Theatre on Jan. 25. It is being used currently in New York in support of the opening at the Paramount Theatre today.

'3 Came Home' Premiere

"Three Came Home," 20th Century-Fox's version of Agnes Newton Keith's autobiographical narrative of her experiences in a Japanese prison camp during the war, will have its world premiere Feb. 20 at the Astor Theatre here. The theatre will be closed on the opening day to prepare for the evening premiere.

Goe Reported Quitting

HARTFORD, Jan. 31.—Carl Goe will not confirm or deny the report that he is resigning as manager of the Warner exchange in New Haven.

Warner home office officials would not comment on the report of Carl Goe's resignation.

J. H. Snellenberg, 67

MIAMI, Jan. 31.—Joseph H. Snellenberg, 67, retired pioneer of the film industry from Atlantic City, N. J., died here yesterday.

STEVE BROIDY, Monogram-Al lied Artists president, will leave here tomorrow for the Coast, with a stopover at Kansas City for a company sales meeting.

EDWARD X. CALLAHAN, II, 20th Century-Fox salesman covering New Hampshire and Massachusetts, and **MRS. CALLAHAN, II**, are the parents of their third child, **EDWARD, III**. **EDWARD CALLAHAN, SR.**, 20th-Fox district manager at Boston, is the grandfather.

JACKIE ROBINSON, Brooklyn Dodgers baseball player, will leave here on Friday for the Coast for conferences on the script of a film based on his life, for Eagle-Lion release.

BOB HOPE, accompanied by **MRS. HOPE**, has arrived here from Durham, N. C., and will leave for Washington at the end of the week. He will return to the Coast from there.

WILLIAM C. MACMILLAN, JR., Eagle-Lion vice-president in charge of operations, and **LEON BRANDT**, advertising-publicity director, will return here today from Amarillo, Tex.

RONALD W. ALCORN, producer, has returned to New York from the Coast.

'Brotherhood' Theme At Phila. Tent Meet

PHILADELPHIA, Jan. 31.—Theatre Owners of America executive director **Gael Sullivan** has been scheduled as the principal speaker at the annual dinner of the Philadelphia Variety Club, to be held next Monday evening at the Bellevue-Stratford Hotel. His topic will be "Brotherhood," in conjunction with the celebration of "Brotherhood Week," Feb. 19-26.

Dinner will be in honor of **Edward Emanuel**, retiring chief barker of the Tent, and **Dave Supowitz**, chief barker-elect. Some 250 are expected to attend, including U. S. Senator **Myers**.

Warner Ball on March 24

The Warner Club here will hold its annual banquet and ball, the first since 1943, at the Waldorf-Astoria on March 24, it is announced by **R. A. McGuire**, newly elected president. **Max B. Blackman** of the home office real estate department is in charge of arrangements.

John Taintor Foote, 69

HOLLYWOOD, Jan. 31.—John Taintor Foote, 69, writer for the screen, stage and magazines, died at his home here on Saturday. His most recent film, which he also produced, was "The Great Dan Patch." The widow and two sons survive.

Max Weinstein, 71

Max Weinstein, father-in-law of **Leonard H. Goldenson**, president of United Paramount Theatres, died at his home here yesterday. Weinstein was board chairman of Russeks.

Newsreel Parade

THE new arms pact and the 'H' bomb are current newsreel highlights. Other items include the *Millrose Games*, the "Francis" premiere, and sports. Complete contents follow:

MOVIE TONE NEWS, No. 10—The "H" bomb. Eighth Air Force jetted at New York premiere of "12 O'Clock High." Millrose Games at Madison Square Garden. Skiing. St. Paul: Winter carnival.

NEWS OF THE DAY, No. 244—Eight nations sign arms pact with U.S. Urge U. S. to make "H" bomb now. Super square-dance. *Drucie Snyder* wedding. Track thriller. Skiing.

PARAMOUNT NEWS, No. 47—Millrose Games. *Drucie Snyder* wedding. Atlantic nations sign defense pacts. World's largest square-dance in St. Paul. India formally becomes a republic. Skiing.

TELENEWS DIGEST, No. 5-A—Kenneth de Courcy, editor, says Russians have exploded second A-bomb. Japan: Communism at the crossroads. East Germany: concentration camps closed. *Drucie Snyder* married. March of Dimes drive. Discover well beneath New York hotel. New Jersey bridge collapse. Skiing.

UNIVERSAL NEWS, No. 322—The "H" bomb. *Drucie Snyder* wedding. Germany: Universal-International's "Francis" premiere. Lake Placid skiing. Millrose Games in New York.

WARNER PATHE NEWS, No. 49—Defense news: chiefs of staff, arms pact, Dr. Urey. *Drucie Snyder* wedding. People in news: Virginia Mayo, Princess Elizabeth. Hats. Millrose Games. Skiing. Ice skating.

Companies File 4 Percentage Suits

FORT DODGE, Ia., Jan. 31.—Universal, Loew's, Warner Brothers and RKO each filed a separate action here today against **R. H. Bernau** alleging unreported returns on percentage pictures exhibited at the Iowa Theatre in Lake City. The suits were filed in Federal District court.

Attorneys for the plaintiffs are **Maxwell A. O'Brien** of Parrish, Guthrie, Colflesh and O'Brien of Des Moines, and **John H. Mitchell** of Fort Dodge. **Sargoy and Stein** of New York are of counsel.

'Guilty of Treason' On WCBS Telecast

"Guilty of Treason," Eagle-Lion, will be discussed on the Overseas Press Club TV program here on Sunday, over WCBS-TV. The film on the "trial behind the trial" of Cardinal Mindszenty of Hungary will be the background of the program.

Participants will be **Quincy Howe**, as moderator; **Hal Lehrman**, foreign correspondent, and **Gabriel Pressman**, reporter, who covered the trial.

'Trovatore' at Cinemet

The new Italian film, "Il Trovatore," will open at the Little Cinemet here on Feb. 8. It was directed by **Carmine Gallone**, features the orchestra of the Rome Opera House, and is being distributed by Globe Films.

Help make Better Americans—Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.



REMEMBER THIS PROPHECY!

We predict that its
ROARING World
Premiere engage-
ment at Loew's State
which has just begun
will start a box-
office career to top
the biggest com-
edies of film history!

LEO's IN STITCHES OVER CLARK GABLE's NEW PICTURE!

Every Preview was so uproari-
ous that we unhesitatingly say
it is Gable's biggest audience
sensation since "It Happened
One Night." (And Loretta was
never betta!) America is
hungry for a riotous comedy,
preferably a romantic one.
This has everything!

GABLE
MAKES
NEWS
AGAIN!



They click
like a key
in a lock!

M-G-M
presents
CLARK GABLE
IN A RIOTOUS
ROMANCE

LORETTA YOUNG

"KEY TO THE CITY"

with
MARILYN MAXWELL • FRANK MORGAN • JAMES GLEASON
LEWIS STONE • RAYMOND WALBURN

Screen Play by ROBERT RILEY CRUTCHER • Based on a story by ALBERT BEICH
Directed by GEORGE SIDNEY • Produced by Z. WAYNE GRIFFIN

Help Ax The TAX!

TRAILER! PROTEST-CARDS IN LOBBY! LETS FIGHT!

New Product 'Best In Years,' Shea Circuit Meet Hears

New product looks the best in years, Ray Smith, film buyer for the Shea Circuit, declared yesterday at the opening session of the three-day annual meeting at the Hotel Astor here. Twenty-five city managers of the circuit were present. E. C. Granger, president, presided.

Developments in the campaign to repeal the admission tax as well as the legal aspects of the consent decree were outlined by Ed Tonner, attorney. Cliff Burgess, vice-president of Screen Ads, discussed screen advertising and exploitation. Gerald J. Shea, purchasing agent, spoke on maintenance and supplies.

A general luncheon will be held today with many major industry executives attending. Tomorrow the delegates will be given a demonstration of RCA theatre television.

FCC Accedes to 20th Bid for TV Dismissal

WASHINGTON, Jan. 31.—Twentieth Century-Fox yesterday was granted its request that all five of its pending applications for television broadcast stations be dismissed without prejudice.

The Federal Communications Commission dismissed applications for stations in Seattle, San Francisco and Boston. Applications for St. Louis and Kansas City had not been designated for hearings, and Commission action on such applications is not required, the request of the applicant being automatically granted.

Feb. 27 Deadline For Video Notices

Television committee of the Motion Picture Association of America was advised at a meeting here yesterday that the Federal Communications Commission has set Feb. 27 as the deadline for film companies to file notices of appearances at FCC hearings on allocations of theatre TV channels.

Review

"Mother Didn't Tell Me"

(20th Century-Fox)

BLANDLY outspoken comedy for grown-ups, "Mother Didn't Tell Me" tickled an evening audience at the Westwood Village Theatre so consistently that group laughter drowned out whole sections of dialogue. It is a tale about a doctor and his wife, peopled principally by doctors and their wives, and the dialogue is as free of restraint as that arrangement suggests, which is roughly to say okay for the mature but a bit off-hand and reckless for junior. The story beneath the dialogue is a lily-white little comedy in the domestic category that has always been favored by the family trade, and Dorothy McGuire's gift for acting without seeming to be acting was never more advantageously employed. William Lundigan goes along with her quite as capably, and June Havoc adds a contrasting type of wifely portrayal that snaps up proceedings whenever a lull threatens. By and large, it is a slick, swift, un-subtle and much-to-be-talked-about attraction that figures to prosper plentifully just about anywhere.

The script, by Claude Binyon, who also directed, opens with Miss McGuire an enamored patient of young Dr. Lundigan, whom she shortly marries with stars in her eyes. The early humor revolves around the inroads the doctor's duties make upon their wedded life, and a serious note is sounded later when a woman doctor with whom he had previously arranged to share his practice and office arrives to take up her duties and, as Miss McGuire learns gradually, to attempt, with the cooperation of his mother, to win him away from her. Another doctor's wife suggests that a step toward improving her lot would be to have a baby, and she does so, the baby proving twins. A great many humorous developments are put by before, as she is packing to leave her husband, the twins eat ant paste, precipitating a crisis at the end of which the mother-in-law confesses what her plans have been and confides that she has repented and sent the woman doctor away. The plot is wholly secondary to the humorous events and dialogue superimposed upon it.

Fred Kohlmar produced the picture, which is from the book, "The Doctor Wears Three Faces," by Mary Bard. Gary Merrill, Jessie Royce Landis, Joyce McKenzie, Reiko Sato, Tracy Cobb, Georgia Backus and Everett Glass head a large supporting cast.

Running time, 88 minutes. Adult audience classification. For March release.

WILLIAM R. WEAVER

Pinanski's Circuit Gets Four Drive-ins

BOSTON, Jan. 31.—Samuel Pinanski's American Theatres has leased, from the Drive-In Theatres Corp. for a long term, four drive-ins, in Saugus, Weymouth, Shrewsbury and West Springfield, all in Massachusetts. They will renovate, newly equip and open all four in April. These are the first to be operated by this circuit.

Walsh on 'Heart' Drive

Richard F. Walsh, international president of the IATSE, will serve as a member of the national labor committee of the 1950 "Heart" drive.

E. Pa. Allied

(Continued from page 1)

centage" films given to a national Allied committee last year by distributors, Samuelson reported.

In reply to the question "From which company can you buy all flat rental pictures?", the great majority reported "none," Samuelson said. Twentieth Century-Fox, Eagle-Lion, Republic, Screen Guild and Monogram were among those mentioned as selling all flat rentals where desired. M-G-M led all other companies in the category of those which "insist on must percentage terms," according to the report.

Among other results of the survey, which will be forwarded to national Allied for integration into a nationwide analysis, Samuelson revealed that 20th Century-Fox has the "fairest" sales policy with M-G-M a close second; 20th Century-Fox also led with the "most valuable product." In the "least valuable" category Universal barely nosed out Columbia for this dubious distinction while the latter was voted the "most difficult company to deal with."

The organization voted unanimously to back the campaign to eliminate the Federal admissions tax. Although general sentiment among members apparently was in favor of passing on the saving to the public, it was made clear that each exhibitor was free to fix his own price policy.

Named to the board at a closed session were Martin B. Ellis, I. Edward Kapner, Norman Lewis, Harold D. Cohen and George J. Riester. Alternates elected were Alfred J. Davis, Oscar Foreman, George L. Ickes, Max M. Korr, Thomas Lazarick, Davis S. Moliver, Mark Rubinsky, L. Stallman and T. P. Thomas.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

'Collarite' Pay Talks Stalled

Representatives of IATSE and Warners will meet here today before Federal Mediator L. A. Stone in an attempt to break a deadlock in the negotiations for pay raises for the company's home office (white collarites).

Terming the situation "critical," Russell Moss, executive vice-president of "IA" Motion Picture Home Office Employees Local No. H-63, said yesterday that after three months of union-management talks all issues were settled except salary increases and the term during which the new contract should run. The last pact expired Aug. 31.

Moss said that if salary increases cannot be agreed upon in conferences before the mediator, he will ask "IA" international president Richard F. Walsh for permission to take a strike vote among the Warner unit membership. Either Thomas Shea or James J. Brennan will represent Walsh at today's mediation meeting.

Canadian Producers To Develop Industry

TORONTO, Jan. 31.—Continuing development and improvement of Canada's film industry will be sought by the new Association of Motion Picture Producers and Laboratories of Canada.

Objects are to promote the common interest of those engaged in production and technical services and to maintain and encourage high standards.

J. J. Chisholm, Ontario manager of Associated Screen News, is chairman; vice-chairman is Hans Tiesler, Audio Pictures; and secretary-treasurer is Graeme Fraser, Crawley Films; directors are Larry Cromein, Rene Germain, Pierre Harwood and Leon Shelly, Shelly Films, Ltd.

ABPC Sets Dividend

LONDON, Jan. 31.—Associated British Pictures Corp. has declared a seven-and-one-half per cent interim dividend on ordinary stock for the year ending March 31, 1950. The same dividend was paid last year.

THOSE WHO KNOW COMEDY BEST agree!

Groucho Marx
CBS and screen star

says

"FRANCIS is one picture I recommend most highly. Mules will love it. (And people, too.)"

"Francis"

Coming from UNIVERSAL-INTERNATIONAL

Now you know it's me DURANTE!... who's goin' t'tell you about a new picture!...

SEE THIS GREAT COLOR MOVIE FREE!

**"CARBON ARC
PROJECTION"**

◀ **SEE—WHY THE CARBON ARC GIVES
THE BRIGHTEST, SHARPEST PICTURE!**

◀ **SEE—WHY THE CARBON ARC GIVES
THE RICHEST, MOST VIVID COLOR!**

This fifteen-minute 35 mm color movie, "Carbon Arc Projection", took two years to produce... cost \$80,000... and has been called the finest thing of its kind ever made. Tells you the inside story of the what, why and how of the "National" High Intensity Carbon Arc. Shows you why this type of carbon arc gives finer screen visibility, better color balance, and keeps pa-

trons coming back to your theatre. A vivid, fast moving show. Every theatre manager and his staff should see it.

For bookings, write to NATIONAL CARBON DIVISION, Union Carbide and Carbon Corporation, P. O. Box 6087, Cleveland, Ohio.

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**AN EDUCATIONAL
PICTURE—NOT FOR
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Flexer May Exhibit And Produce in European Countries

MEMPHIS, Jan. 31.—David Flexer, Memphis theatre owner, is in London to confer with English film executives on the possibility of forming a new producing company which would produce both in England and Hollywood.

While in Europe Flexer will also explore the possibilities of building open-air theatres in England, France and Palestine. He believes Palestine, because of its California-type weather, would be particularly suited to outdoor exhibition.

Flexer, who owns the Ritz and Peabody in Memphis as well as a circuit of mid-South theatres, will be in Europe for about three weeks. He will also visit France, Italy and Palestine after leaving England at the end of this week.

Kreisler Tops

(Continued from page 1)

thy's supervision.

McCarthy listed these "areas where we intend to help": providing information to foreign producers on customs regulations, taxation, state censorship, provisions of the Production Code, arrange for the importation and storage of prints under bond, provide a screening service at no charge, arrange for the reception of foreign producers and their representatives and set up contacts; provide standard forms of distribution contracts, list likely outlets, broken down by language, for foreign producers, and provide analyses of theatres and their potentialities.

There will be no guarantee of increased earnings for foreign films, McCarthy said, adding this will depend on the acceptability of the product and the business acumen of the producer.

The new MPAA activity has this assortment of objectives, according to McCarthy: Assure foreign producers they are not being "excluded" from the U. S. market; a closer working relationship with counterparts abroad; rectify economic maladjustments in trade between here and foreign countries by easing dollar hardships on foreign producers and convincing them of the sincerity of the American producers to lend assistance, thereby pav-

Reviews

"Chain Lightning"

(Warner Brothers)

A TAUT and frequently explosive account of the conquest of space through the perfection of the jet plane is offered in Warner Brothers' "Chain Lightning." Humphrey Bogart is starred in one of his snarling and sinewy roles, and that right off means that a large following will be on hand to view his latest effort. In the depiction of the development of the plane, the picture rises to crescendos of excitement. In the development of dramatic human relations, however, the picture proceeds along formula lines. A good cast has been assembled to support Bogart, with Eleanor Parker in the feminine lead, and Raymond Massey and Richard Whorf in supporting roles.

The screenplay, provided by Liam O'Brien and Vincent Evans, has Bogart, a flying fortress pilot, emerge from the war to find the occupational going pretty tough. Bogart also finds himself thinking about Miss Parker, the girl he wanted to marry in London but could not because of the exigencies of war. After a lapse of several years, he again meets Miss Parker, and the old flame is rekindled. Presently he gets a job from Miss Parker's boss, a shrewd manufacturer of jet planes, and before long, Bogart is carving out a brilliant career for himself in the skies. The story speeds to its climax when Bogart, in a headline-seizing gesture, decides to make a spectacular flight, despite the fact that the plane's bailing-out device has not been perfected. Bogart is successful in the flight, but at the cost of a friend, Whorf, who gets killed testing the safety pod. There remains now for Bogart the task of proving the safety pod himself, which he does triumphantly.

Miss Parker brings a pleasantness to her portrayal. Massey, as the plane manufacturer, provides a portrait properly etched in acid and opportunism. Whorf, as the man who also loves Miss Parker, and dies in the sky, is always effective. Anthony Veiller produced and Stuart Heisler directed.

Running time, 94 minutes. General audience classification. Release date, Feb. 25.

MANDEL HERBSTMAN

"The Tattooed Stranger"

(RKO Radio)

JAY BONAFIELD, Douglas Travers and Phil Reisman, Jr., a trio who participate regularly in turning out RKO Radio's two-reel "This Is America" series, emerge as the producer, associate producer and screenplay author, respectively, of "The Tattooed Stranger," a crime-detection melodrama that carries a good deal of the documentary flavor that characterizes the aforementioned short subjects. In fact, this RKO Pathe presentation, which was shot on location in New York City and dedicates itself principally to examining the operations of the city's crime-detection apparatus, seems very much like an elongated "This Is America" subject.

Directed by Edward J. Montagne with a workmanlike respect for established documentary techniques, "The Tattooed Stranger" deals with the finding of the dead body of a girl in a car parked in Central Park and the systematic gathering of clues and the exercise of intelligence that lead young police detective John Miles to her killer. The victim's arm had the small tattoo of a marine emblem that turns out to be a key clue. It is learned that she was a bigamist who defrauded the government of the insurance checks of her several servicemen "husbands," and that one of these had committed the crime. Miles, aided in his work by pretty botanist Patricia White, who shares a "crush" with him, and by veteran detective Walter Kinsella, gets his man, but not until after a brisk gun duel with the killer in the storage yard of a tombstone cutter.

The cast includes in support Frank Tweddell, Rod McLennan, Henry Lasko, Arthur Jarrett, Jim Boles and William Gibberson. Performances are adequate in the unchallenging roles. The picture should provide a satisfactory hour's entertainment.

Running time, 64 minutes. General audience classification. For February release.

CHARLES L. FRANKE

ing the way to amelioration of trade restrictions abroad.

An advisory committee to work with the new unit will comprise presidents of member company foreign subsidiaries and representatives of the producers in Mexico, Italy, France, Sweden, Spain and Argentina. Other countries eventually will have such representation with the immediate exception of England, because of the common language and the ties between some English and American companies.

MPAA will pay the expenses for the foreign representatives coming here to be familiarized with the new unit and in turn the representatives will be focal points for information and guidance for their foreign colleagues. The first delegate, from Italy, is expected within a few weeks.

Kreisler completed a 20-month survey of foreign territories a few months ago for the Harvard Graduate School of Business Administration. He had planned a film importing business.

MPIC Wins Praise For Projects, to Get Bigger Budget

HOLLYWOOD, Jan. 31.—The Motion Picture Industry Council today received the unanimous approval of its nine constituent organizations for its undertakings accomplished in its first 10 months of existence, and was given a one-third increase in budget for 1950. Details of the program for 1950 will be worked out at a meeting tomorrow evening at the Beverly Hills Hotel, with chairman Ronald Reagan presiding. Strong support to COMPO and intensified attention to inter-industry problems are high on the list of MPIC objectives for the coming year, a spokesman said.

MPA Board

(Continued from page 1)

gross before the split with the independent producer.

SIMPP president Ellis G. Arnall told reporters last week that the producers would insist on such clarification before they would ratify charter membership in Compo. He said, however, that it was his opinion that insertion of such a clarifying paragraph would have to be made on agreement by all component organizations of Compo.

Arnall, who otherwise voiced complete support of Compo and its aims, could not be reached for comment yesterday.

Other groups which have voted ratification of Compo are Metropolitan Motion Picture Theatres Association, Motion Picture Industry Council, Pacific Coast Conference of Independent Theatre Owners and the trade press publishers. SIMPP and Theatre Owners of America recently decided to postpone final action. Allied States' board will vote on ratification at its meeting in Washington in two weeks. Independent Theatre Owners Association will act Feb. 9. Variety International has yet to meet on the subject.

Cut Matinee Admissions

SAN FRANCISCO, Jan. 31.—The Esquire, a Market Street first run, operated by Northcoast, has cut matinee prices. A "shoppers' special" reduced weekday matinee scales from 65 cents to 50 cents, and from 85 to 60 cents on Saturday afternoons.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.

KEEP YOUR EYE ON...



Damon Runyon's
JOHNNY ONE-EYE

Produced by Benedict Bogeaus
thru U.A.

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Young, capable, good references. Member of the New York and Federal Bars.

Seeks an opportunity in the New York City area to join the law department of a motion picture distributing; producing; exhibition corporation or motion picture law firm.

He prefers a personal interview to present his history of an interesting career in law. However, for those who are pressed for time he will gladly send a brief printed resume of his experience.

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MOTION PICTURE DAILY
1270 Sixth Ave., N. Y. 20, N. Y.

'Samson' Grosses

(Continued from page 1)

and set an all-time house record, Paramount said. It is in its second week at the Madison, Detroit; Century, Minneapolis; St. Francis, San Francisco, and Paramount, Atlanta.

Schwalberg said the film established new first week records in the following theatres: Florida, Miami; Sheridan, Miami Beach; Paramount, Palm Beach; Stillman, Cleveland; Palace, Cincinnati; Denham, Denver; Capitol, Salt Lake City; Catalina, Tucson, and Palms, Phoenix.

Tilt Scale for 'Samson'

CLEVELAND, Jan. 31.—Paramount's "Samson and Delilah" is playing here at Loew's Stillman at the advanced scale of 75 and 90 cents for matinees, and \$1.19 for evening performances. Children's admission is 50 cents.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Pollock Enters TV Production

HOLLYWOOD, Jan. 31.—Max Pollock, film and radio attorney, has formed a new television production company, Pollock, Rogers and Raisbeck, which said it has already contracted for the rights to 2,000 stories and musicals.

Eugene Briden, former director of the Salzburg Opera Company, will head the musical department, Francis Lederer, stage-screen star, the drama directorial staff. Story department will be under Eddie Clark, Broadway playwright-producer. Robert Raisbeck, radio director-producer, is executive officer in charge of all production. Fred Seelig is publicity director.

Streamlined Hearings

(Continued from page 1)

off witness. Treasury experts and members of the staff of the joint Committee on Internal Revenue Taxation will testify "two or three days," and then there'll be "about a week" of hearings on plugging tax loopholes, Doughton said. This will be followed by excise hearings. This schedule means excise hearings would start around Feb. 15. It also means that a bill could be moved to the House floor by mid-March. Doughton said he wanted a bill over to the Senate in plenty of time for that body to act.

It was believed that one reason for the decision to move quickly is growing pressure from the Senate for immediate and across-the-board excise tax cuts.

This pressure has worked in the favor of the industry, it is believed. Rep. Doughton and other members of the Ways and Means Committee are now reported more in favor of across-the-board cuts, including cuts on admissions, than they have been at any time since the President's tax message. But they still face the problem of finding new revenue to pay for substantial excise tax cuts.

Anti-Tax Resolution Before NYC Council

Councilman Arthur Low of Brooklyn introduced yesterday in the New York City Council a resolution to urge U. S. Congressmen from the Metropolitan area and members of the House Ways and Means Committee to vote immediately for repeal of all wartime excise taxes, with special reference to the tax on theatre admissions. The Council is expected to vote on the resolution at an early date.

Two More Groups Urge End Of Federal Ticket Tax

A resolution urging the elimination of the Federal theatre admission tax was passed here yesterday at a board meeting of Variety Club Tent No. 35. The Motion Picture Bookers Club passed a similar resolution.

Dortic Pledges Tax Fight by Colosseum

ALBANY, N. Y., Jan. 31.—Cooperation of the Colosseum of Motion Picture Salesmen in the campaign to eliminate the Federal admission tax was pledged yesterday by Charles Dortic, president of the salesmen's union, at a meeting of branch managers here.

RKO RADIO PICTURES INC.

Trade Showings

R K O
RADIO
PICTURES

OF THREE PRODUCTIONS

	THE WOMAN ON PIER 13 <small>(Former title, "I Married A Communist")</small>	THE TATTOOED STRANGER	STORM OVER WYOMING
ALBANY Fox Screening Room 1052 Broadway	Wed. 2/8 8:00 P.M.	Thurs. 2/9 11:00 A.M.	Thurs. 2/9 12:00 A.M.
ATLANTA RKO Screening Room 195 Luckie St., N.W.	Wed. 2/8 2:30 P.M.	Thurs. 2/9 2:30 P.M.	Thurs. 2/9 10:30 A.M.
BOSTON RKO Screening Room 122-28 Arlington St.	Wed. 2/8 10:30 A.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 2:30 P.M.
BUFFALO Motion Pic. Op. Scr. Rm. 498 Pearl Street	Wed. 2/8 10:30 A.M.	Thurs. 2/9 2:30 P.M.	Thurs. 2/9 10:30 A.M.
CHARLOTTE Fox Screening Room 308 S. Church Street	Wed. 2/8 2:00 P.M.	Thurs. 2/9 2:00 P.M.	Thurs. 2/9 3:30 P.M.
CHICAGO RKO Screening Room 1300 So. Wabash Ave.	Wed. 2/8 2:00 P.M.	Thurs. 2/9 2:00 P.M.	Thurs. 2/9 10:30 A.M.
CINCINNATI RKO Screening Room 12 East 6th Street	Wed. 2/8 8:00 P.M.	Fri. 2/10 8:00 P.M.	Fri. 2/10 9:30 P.M.
CLEVELAND Fox Screening Room 2219 Payne Ave.	Wed. 2/8 2:30 P.M.	Thurs. 2/9 10:00 A.M.	Thurs. 2/9 2:30 P.M.
DALLAS Paramount Scr. Rm. 412 S. Harwood St.	Wed. 2/8 3:30 P.M.	Thurs. 2/9 2:30 P.M.	Thurs. 2/9 10:30 A.M.
DENVER Paramount Scr. Rm. 2100 Stout Street	Wed. 2/8 2:00 P.M.	Thurs. 2/9 2:00 P.M.	Thurs. 2/9 3:30 P.M.
DES MOINES Fox Screening Room 1300 High Street	Wed. 2/8 1:00 P.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 1:00 P.M.
DETROIT Blumenthal Scr. Rm. 2310 Cass Ave.	Wed. 2/8 2:30 P.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 1:00 P.M.
INDIANAPOLIS Universal Scr. Rm. 517 N. Illinois St.	Wed. 2/8 1:00 P.M.	Thurs. 2/9 1:00 P.M.	Thurs. 2/9 2:30 P.M.
KANSAS CITY Paramount Scr. Rm. 1800 Wyandote St.	Wed. 2/8 2:00 P.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 2:00 P.M.
LOS ANGELES RKO Screening Room 1980 S. Vermont Ave.	Wed. 2/8 2:30 P.M.	Thurs. 2/9 2:30 P.M.	Thurs. 2/9 10:30 A.M.
MEMPHIS Fox Screening Room 151 Vance Ave.	Wed. 2/8 2:00 P.M.	Thurs. 2/9 2:00 P.M.	Thurs. 2/9 10:30 A.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Wed. 2/8 10:30 A.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 2:30 P.M.
MINNEAPOLIS Fox Screening Room 1015 Currie Ave.	Wed. 2/8 2:30 P.M.	Thurs. 2/9 9:30 A.M.	Thurs. 2/9 2:30 P.M.
NEW HAVEN Fox Screening Room 40 Whiting Street	Wed. 2/8 2:00 P.M.	Thurs. 2/9 2:00 P.M.	Thurs. 2/9 3:30 P.M.
NEW ORLEANS Fox Screening Room 200 S. Liberty St.	Wed. 2/8 10:30 A.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 2:30 P.M.
NEW YORK RKO Screening Room 630 Ninth Ave.	Wed. 2/8 2:30 P.M.	— — — — —	Thurs. 2/9 2:30 P.M.
OKLAHOMA Fox Screening Room 10 North Lee St.	Wed. 2/8 10:30 A.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 2:30 P.M.
OMAHA Fox Screening Room 1502 Davenport St.	Wed. 2/8 1:00 P.M.	Thurs. 2/9 1:00 P.M.	Thurs. 2/9 10:00 A.M.
PHILADELPHIA RKO Screening Room 250 N. 13th Street	Wed. 2/8 2:30 P.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 2:30 P.M.
PITTSBURGH RKO Screening Room 1809-13 Blvd. of Allies	Wed. 2/8 1:30 P.M.	Thurs. 2/9 1:30 P.M.	Thurs. 2/9 3:00 P.M.
PORTLAND Star Screening Room 925 N.W. 19th Ave.	Wed. 2/8 10:30 A.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 2:00 P.M.
ST. LOUIS RKO Screening Room 3143 Olive Street	Wed. 2/8 1:00 P.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 1:00 P.M.
SALT LAKE CITY Fox Screening Room 216 E. 1st Street South	Wed. 2/8 1:30 P.M.	Thurs. 2/9 2:30 P.M.	Thurs. 2/9 1:30 P.M.
SAN FRANCISCO RKO Screening Room 251 Hyde Street	Wed. 2/8 2:00 P.M.	Thurs. 2/9 2:00 P.M.	Thurs. 2/9 10:30 A.M.
SEATTLE Jewel Box Scr. Rm. 2318 Second Ave.	Wed. 2/8 2:30 P.M.	Thurs. 2/9 2:30 P.M.	Thurs. 2/9 10:30 A.M.
SIOUX FALLS Hollywood Theatre 212 N. Phillips Ave.	Wed. 2/8 10:00 A.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 9:30 A.M.
WASHINGTON Fox Screening Room 932 New Jersey Ave.	Wed. 2/8 10:30 A.M.	Thurs. 2/9 10:30 A.M.	Thurs. 2/9 2:30 P.M.

Paramount
HAS ALL THE

Answers!

Q:

What picture has set all-time highs for any first run in Broadway history?

Cecil B. DeMille's Masterpiece
"Samson and Delilah"
Color by Technicolor

Q:

What picture is appearing on every important list of the year's "10 Best"?

WILLIAM WYLER'S
"The Heiress"

Q:

What picture is heading toward more holdovers than any Bob Hope hit ever?

"The Great Lover"

Q:

What picture starring Barbara Stanwyck has suspense more tense than "Sorry, Wrong Number"?

HAL WALLIS'
"Thelma Jordon"

Q:

What picture brings back all the stars of "Dear Ruth" in another great comedy?

"Dear Wife"

Q:

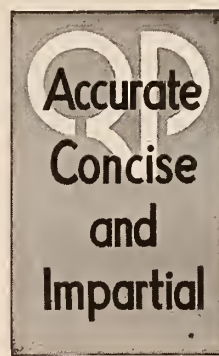
What picture always gives your patrons the most for their money?
That's easy, because . . .

**"If It's A Paramount Picture,
It's The Best Show In Town!"**



FILE COPY
DO NOT REMOVE

MOTION PICTURE DAILY



VOL. 67. NO. 23

NEW YORK, U. S. A., THURSDAY, FEBRUARY 2, 1950

TEN CENTS

Tax Hearing Opening Finds Industry Set

*Myers, Richey, Sullivan
Conferring in Capital*

The motion picture industry was prepared yesterday to synchronize its campaign against the 20 per cent Federal admission tax with whatever preparations House Democratic leaders make for quick action in hearings on repeal proposals.

Virtually every organization represented on the Council of Motion Picture Organization's taxation committee is ready to send a spokesman to Washington to appear, if needed, before the House Ways and Means Committee at hearings on the new tax legislation which are scheduled to begin tomorrow, it was indicated here.

It is possible, however, that only
(Continued on page 6)

Report O'Shea Will Quit Vanguard Post

Resignation of Daniel T. O'Shea as president of Vanguard Films and from other David O. Selznick company posts is imminent, according to trade reports. Efforts to reach O'Shea for comment were unsuccessful and executives of the company here said they were uninformed on his intentions.

O'Shea is said to have made known
(Continued on page 2)

Action Unlikely Now On Simpp Complaint

Washington, Feb. 1.—The Justice Department is not likely to take any action at this time on the complaint filed against Fox West Coast Theatres by the Society of Independent Motion Picture Producers, it is understood. According to a FWC official, the Department now believes the situation can be covered in whatever divestiture provisions are finally ordered in the pending government anti-trust case against 20th Century-Fox, FWC's parent company through National Theatres.

Warner Interests in Five Ohio Houses to Chakeres

Studio Publicists Join Tax Campaign

HOLLYWOOD, Feb. 1.—Major studio publicity departments will use all available channels to carry the issue of repeal of the Federal admission tax to the public, it was announced here today as the studio publicity directors committee of the Association of Motion Picture Producers joined the tax fight.

The Hollywood group's radio and television committee, headed by Les Peterson, will be also enlisted in the campaign. The studio publicity directors will work in close cooperation with the Council of Motion Picture Organizations' tax committee.

Warners has sold its interests in five Springfield, O., theatres to Springfield Theatre Co., headed by Phil Chakeres, in compliance with the Paramount case injunction against partnership operations. Michael H. Chakeres, a director of the Springfield company, has been named vice-president and general manager.

The transaction gives Springfield long-term leaseholds on the Regent, State, Majestic, Fairbanks and the Ohio, and leaves Warners with no theatres in the city. Springfield also acquired real estate in the deal.

Warners and Loew's, having had fewer partnerships than any of the "Big Five" decree defendants, have been less active than the other three circuit-distributors in effecting divestitures under the New York Paramount anti-trust suit decision.

PASS TAX-SAVINGS TO PATRONS, IS NEW JERSEY OWNERS' PLEDGE

NEWARK, Feb. 1.—The Federation of New Jersey Theatre Owners, representing all theatres in the state, today voted to have patrons benefit in terms of reduced admission prices if the industry succeeds in winning repeal of the 20 per cent Federal ticket tax. New York City's theatre owners already have pledged the same.

All New Jersey theatres have agreed to show the industry trailer which urges patrons to communicate

with their Congressmen in behalf of the elimination of the levy. The Federation will absorb the expense of the trailers. Additionally, the theatres will post one-sheets and pass out to their patrons the protest cards being supplied by the taxation committee of the Council of Motion Picture Organizations.

For purposes of organizing the state for the anti-tax campaign, 14 committees have been set up.

160 Attend Shea Circuit Luncheon

Key figures of distribution here, including a number of national sales managers, were among the 160 present yesterday at a luncheon given by the Shea Circuit which concluded a two-day annual managers' meeting at the Hotel Astor. Final sessions will be held at the circuit's headquarters today.

Edmund C. Grainger, circuit presi-
(Continued on page 2)

Arnall Here Today For SIMPP Meeting

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, is due in New York from Atlanta today for a meeting of representatives of member producers. The session will concern itself chiefly with a general canvass of Society problems with specific action on any one matter held unlikely, it is said.

Honor Industry Today For 'Brotherhood'

American Broadcasting Co. will air the industry "Brotherhood Week" luncheon today with Nancy Craig broadcasting the event from the Waldorf-Astoria Hotel here. Show business and civic leaders will laud the role of the motion picture industry in fighting bigotry and in transmitting the "Brotherhood Week" message throughout the country. "Brother-
(Continued on page 2)

FCC Trust Hearing Deadline Now Apr. 10

WASHINGTON, Feb. 1.—The Federal Communications Commission today again postponed until April 10 the dates for filing statements and oral argument in its proposed proceedings to determine whether film companies and other firms convicted of anti-trust law violations should be allowed in the radio-television field.

Expect 'Little Three' Decree 'Momentarily'

*Say Their Proposals
Likely To Be Signed*

Attorneys for United Artists, Universal and Columbia said yesterday they expect the separate decree against the three companies in the industry anti-trust case momentarily, with little or no change from the document which they proposed to the Federal court here.

The lawyers said the government had disputed only the "Little Three's" argument that they should not be enjoined from acquiring theatres, but that Federal Judge Augustus N. Hand has strongly indicated such an injunction will not be imposed.

The three companies some time ago proposed a decree embodying only the restraints on distribution practices
(Continued on page 6)

Film Arbitration On Allied Agenda

WASHINGTON, Feb. 1.—The possibility of using commercial arbitration facilities to handle film clearance disputes will be on the agenda of next week's Allied States Association board meeting here, general counsel Abram F. Myers said today.

Myers said the item was placed there at the request of some members of Allied States and he had no idea what action, if any, would be taken by the board.

Stiffer Trust Fines Favored by D. of J.

Washington, Feb. 1.—Officials of the Justice Department and Federal Trade Commission today told a House Judiciary sub-committee they favored legislation to boost the maximum fine for violating the Sherman Act from \$5,000 to \$50,000. The bill would leave the present maximum one year jail sentence unchanged.

The Committee today also made public its proposal to tighten the Webb-Pomerene Export Association Act.

Personal Mention

PAUL N. LAZARUS, JR., executive assistant to **GRADWELL SEARS**, United Artists president, will leave here for the Coast next Tuesday.

FRANK HOLLINGSWORTH, owner of the Victory Theatre, Beatrice, Neb., was in an Omaha hospital for surgery recently, and will return for further treatment.

DAVE GOLDING, 20th-Fox publicity manager, left here yesterday for New Orleans from where he will go to the Coast for several weeks.

WILLIAM J. HEINEMAN, Eagle-Lion distribution vice-president, returned to New York yesterday from Hollywood.

PAT HALLORAN, 20th Century-Fox salesman at Omaha, became the father of his third child, a daughter, this week.

ELMER F. LUX, general manager of Darnell Theatres, Buffalo, has been appointed a director of the Kleinhaus Music Hall there.

MYER FINE, president of Associated Circuit, Cleveland, and **MRS. FINE** will leave that city next week for Miami.

JOHN KIRBY, Warner Southern sales manager, left here yesterday for Atlanta and Charlotte.

EMLYN WILLIAMS, English actor and writer, has arrived here from London for a brief visit.

JAMES R. GRAINGER, Republic sales vice-president, left here last night for Boston.

McCarthy to Capital

John G. McCarthy, Motion Picture Association of America vice-president in charge of international affairs, left New York for Washington last night for conferences today and tomorrow with State Department officials on foreign trade relations. On his agenda are industry conditions which need correction in France, Spain, Sweden and the Philippines.

Two UA Workers Cited

Awards to two United Artists home office employees, in recognition of "loyalty and reliability reflected by attendance records for 1949," were announced by **Robert Goldfarb**, personnel director, who cited **Hyman Perlowitz** of the foreign department, and **Jack Wright**, company porter. Each were given gift certificates.

AMPP Elects Luraschi

HOLLYWOOD, Feb. 1.—**Luigi Luraschi** has been elected chairman of the Association of Motion Picture Producers' international committee, succeeding **Robert M. V. Vogel**, who served two years in the post.

Patrons' Complaints Restore Newsreels to Embassy Here

Predict All-Time Run Record for 'Shoes'

J. Arthur Rank's "The Red Shoes" will begin its 67th week at New York's Bijou Theatre tomorrow and on the basis of its indefinite schedule, Eagle-Lion, its U. S. distributor, expects that "before completing its engagement, it will probably have shattered the all-time record for length of run of any film which is now held by 'The Big Parade.'" It ran at the New York Astor Theatre for 22 months beginning Oct. 31, 1926.

Last month the Bijou bought the rights to an indefinite run of "Red Shoes" for \$100,000.

Legion Reviews Six; Classes One As 'B'

Six additional films have been reviewed by the National Legion of Decency, with one, **Mayer-Burstyn's "The Bicycle Thief,"** receiving a "B" rating.

In Class A-I are **Monogram's "Joe Palooka Meets Humphrey,"** **Columbia's "Mule Train"** and **Lippert Production's "Radar Secret Service."** In Class A-II are **Screen Guild's "Scared to Death"** and **Warner's "Young Man With a Horn."**

Calif. I.T.O. Protests Non-Existent Decree

LOS ANGELES, Feb. 1.—The California Independent Theatre Owners has wired U. S. Attorney General **J. Howard McGrath** in Washington a protest against any consent decree settlement with 20th Century-Fox which would permit **Charles P. Skouras** to continue as head of the theatre company.

O'Shea, Vanguard

(Continued from page 1)

to associates that he plans to leave the company to open his own law practice. He came East from the Coast to work on the threatened court action by **Sir Alexander Korda** against **Selnick Releasing Organization** on the release of two Korda-produced films. The action is to be arbitrated.

Wallace Buys Branch

ATLANTA, Feb. 1.—**Howard Wallace**, branch manager of **Sack Amusement Enterprises**, Atlanta, for several years, has purchased the local branch from **Sack Enterprises** of Dallas. Wallace will have all films formerly handled by Sack, as well as other releases of Western, action and Negro features.

Neb. Allied Meet Set

OMAHA, Feb. 1.—The annual convention of **Allied Independent Theatre Owners** of Iowa and Nebraska is scheduled to be held here May 16-17.

The 600-seat New York Embassy Theatre's 20-year reputation as a newsreel house could not overcome a feature policy and it was compelled to revert to newsreels and shorts after a feature trial of two months, it was disclosed here by **Norman Elson**, president of the Embassy newsreel circuit. Elson reports the receipt of from 75 to 100 complaints from newsreel patrons weekly after he installed features.

Education-wise, Elson feels that exhibitors who do not include newsreels in their programs "are shirking a civic responsibility and ignoring the best interests of their community." Elson also favors the reversion for another reason: Business at the theatre has been booming since the newsreels were returned.

'Port of N. Y. Day' Marks Film's Bow

Today is officially "Port of New York Day," according to a proclamation signed by Acting Mayor **Vincent R. Impellitteri**. Men and women who staff the security agencies which protect the city's waterfront are honored in the proclamation, which also marks the opening of the Eagle-Lion film of the same name at the Globe Theatre here.

Official Washington To See '12 O'Clock'

"Twelve O'Clock High" will be given its Washington premiere at **Loew's Palace** on Feb. 8 with many government and military figures slated to attend, according to 20th Century-Fox here. The Capital debut will follow the pattern set in New York and Los Angeles.

Rockafellow Heads Para. TV Promotion

Ralph Rockafellow has been appointed advertising and sales promotion manager of the Paramount television network by **George T. Shupert**, director of commercial video operations for Paramount Pictures. Rockafellow has been handling Paramount TV publicity and sales promotion at the home office for some time.

Sam Weinberg, 38

LOUISVILLE, Feb. 1.—**Sam Weinberg**, 38, owner of the **Crescent** and **Shelmar** theatres here and a recently acquired house at **Muncie, Ind.**, died suddenly here today. Services will be held tomorrow at the **Meyers Chapel**, with burial at the **Adath Jeshurun Cemetery**. His parents, a sister and two brothers survive.

\$100,000 for 'Baron' Ads

HOLLYWOOD, Feb. 1.—**Lippert Productions** has budgeted \$100,000 for a national advertising campaign for "The Baron of Arizona," it was announced here.

'Treason' Gets Aid of NCCJ

The National Conference of Christians and Jews will nationally promote Eagle-Lion's "Guilty of Treason," it was disclosed here yesterday by **Leon Brandt**, director of E-L advertising-publicity.

Every branch of the Conference is being contacted by **Everett R. Clinchy**, president, with a request for cooperation in publicity, displays and other promotion media, including the circulation of copies of the brochure which Eagle-Lion has prepared on the film.

The General Federation of Women's Clubs, headed by **Mrs. Joseph R. Chesser**, has also given the same all-out cooperation.

Set 18 'Stromboli' Dates for Feb. 15

HOLLYWOOD, Feb. 1.—**RKO Radio's "Stromboli"** will open in 18 cities on Feb. 15, it was announced here today, with additional openings across the country to follow as rapidly as release prints can be completed and supplied. A newspaper, magazine and publicity campaign described as one of the largest in the company's history will start tomorrow, it was said.

Shea Luncheon

(Continued from page 1)

dent, made the only address at the luncheon, highlighting nostalgic references to **Mort Shea**, late founder of the circuit. On the dais were **James R. Grainger**, vice-president in charge of Republic's distribution; **Morton G. Thalhimer**, president of Neighborhood Theatres, Richmond, Va.; **George Goett**, roadshow film buyer for the circuit; **Gerald J. Shea**, secretary; **Edward C. Raftery**, counsel; **Arthur Driscoll**, Raftery's law partner, and **W. E. Barry**, controller.

Shea made awards to winners of the circuit's six-months' contest for the best managing job, with **Jack Baumgart**, Westfield, Mass., city manager taking first place and **Fenton Scribner**, city manager at **Nashua, N. H.**, in second place. Third prize was split between **Edward Mason**, Pittsburgh, and **Armand Pepin**, McKees Rock, Pa.

'Brotherhood'

(Continued from page 1)

hood Week," sponsored by the National Conference of Christians and Jews, will be held Feb. 19-26.

Among those slated to broadcast are: **Barney Balaban**, president of Paramount; actor **George Murphy**, and playwright **Maxwell Anderson**, all three of whom will receive the 1949 Brotherhood Awards for their contributions on behalf of democracy. **Madeline Carroll** will make the presentations, and **Louis Nizer**, chairman of the luncheon, will preside.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

MATCHLESS WARNER EXCITEMENT AT RADIO CITY MUSIC HALL FEB. 9!



KIRK
DOUGLAS

LAUREN
BACALL

DORIS
DAY

**"Young man
with a horn"**



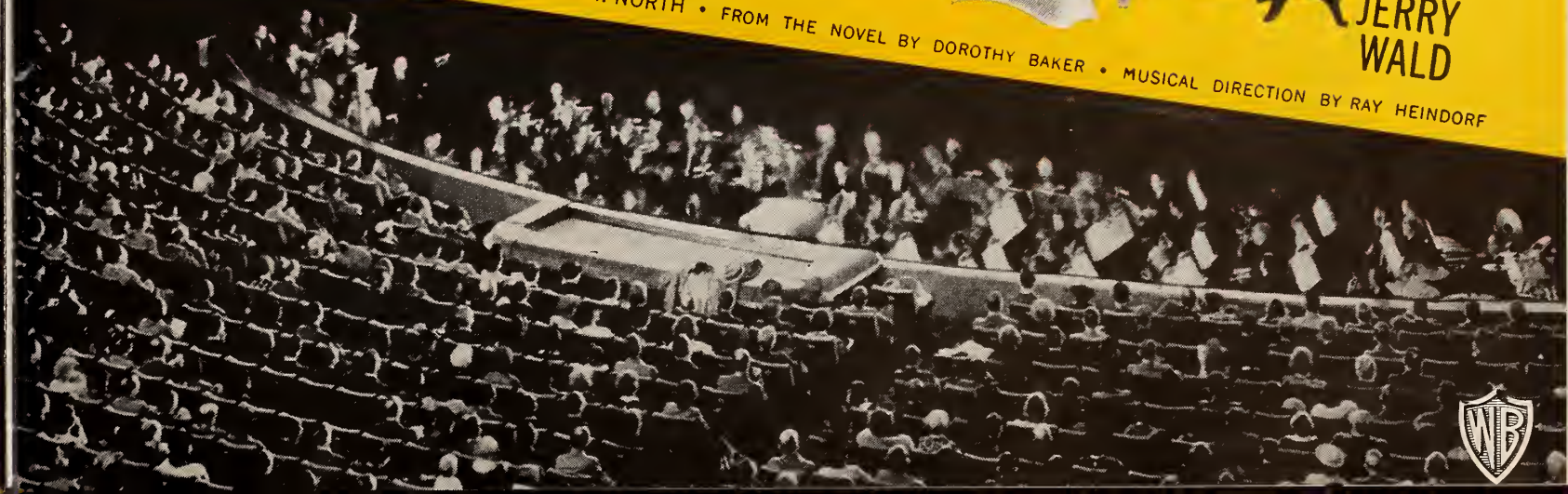
WITH **HOAGY
CARMICHAEL**

**JUANO
HERNANDEZ**

DIRECTED BY
**MICHAEL
CURTIZ**

PRODUCED BY
**JERRY
WALD**

SCREEN PLAY BY CARL FOREMAN AND EDMUND H. NORTH • FROM THE NOVEL BY DOROTHY BAKER • MUSICAL DIRECTION BY RAY HEINDORF



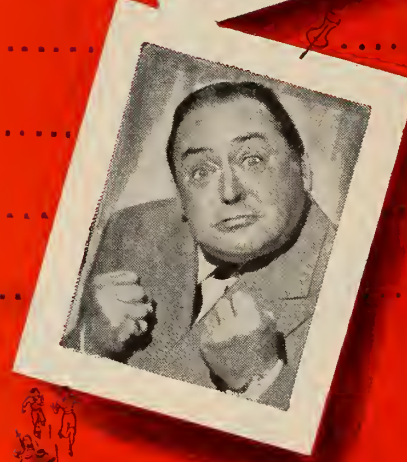
We've Gotta Tell The Truth...
It's MORE FUN Than
"Dear Ruth"

"Dear Wife"

FOR THE HOWL OF YOUR LIFE!

starring

WILLIAM HOLDEN
JOAN CAULFIELD
BILLY DE WOLFE
MONA FREEMAN
EDWARD ARNOLD



Bill Seacroft

Ruth Seacroft

Albert Kummer

Miriam Wilkins

Judge Wilkins

All the wonderful people
who made "Dear Ruth" such
a riot... are back—to
invite you to come along on
this hilarious honeymoon!



with
ARLEEN WHELAN
MARY PHILIPS

Produced by
RICHARD MAIBAUM

Directed by
RICHARD HAYDN

Written for the screen by Arthur Sheekman and Norman Krasna
as a sequel to Norman Krasna's
DEAR RUTH



It's set to get



The Same Paramount Selling That Made “Dear Ruth” a Sensation!

Intensive use of radio at point-of-sale got spectacular results with “Dear Ruth” and will be repeated, *plus*, for this new hit with the same stars. Wonderful ad campaign, too! Typical is 2-color ad on opposite page now in 11 magazines read by 18 million fans! Be sure that *you* play

“Dear Wife”

on the Washington’s Birthday holiday, because, as Boxoffice says, “It’s one hundred percent entertainment . . . as good, if not better than its predecessor, ‘Dear Ruth’!”

If it's a Paramount picture—it's the best show in town

—truer today than ever, with great dramas like Cecil B. De Mille’s Masterpiece, “Samson and Delilah,” William Wyler’s “The Heiress,” Hal Wallis’ “Thelma Jordon”—and great comedies like “The Great Lover” and now “Dear Wife”!

Tell Your
Congressman
To Vote
To Repeal
The
Movie Tax

Deluge of Protests Against Tax: Loew's

"The interest shown by Loew's patrons in signing admission tax protest cards has been amazing," Ernest Emmerling, the circuit's advertising-publicity chief, declared here yesterday.

The circuit nationally, he said, ordered 1,100,000 cards, some 447,000 of them going to the 68 circuit houses in Metropolitan New York, which have already had to apply for 369,500 additional cards, Emmerling said.

Schwartz, Lakeman Top Tax Fight Units

Two additional committees have been established in conjunction with the industry's Metropolitan New York campaign for repeal of the 20 per cent Federal admission tax. They are the vendors' committee, headed by Leslie Schwartz of Century Circuit, and the purchasing agents' committee under the chairmanship of Fred Lakeman of RKO.

The vendors' committee, which includes Charles O'Reilly and Charles Abromowitz, will enlist the anti-tax support of supply and service organizations and their employees, while the purchasing agents' group will enlist the aid of other purchasing agents.

N. Y. State Film Tax Collects \$359,421

ALBANY, N. Y., Feb. 1.—Gov. Thomas Dewey reported in his budget message to the state legislature today that the state motion picture tax yielded \$359,421 during the fiscal year ending March 31, 1949. His estimate for the period ending March 31, 1950 is \$375,000. No increase in the tax is planned for 1950-51.

The tax is for reviewing and licensing films to be shown in theatres in the state and produces a net income of more than \$275,000 annually.

Reviews

"Nancy Goes to Rio"

(Metro-Goldwyn-Mayer)

A GAYLY-TINSELED musical-comedy dealing with the romantic complications of an attractive adolescent is offered in M-G-M's "Nancy Goes to Rio." The Technicolor production is conventional in story content but rolls along with the easy grace of a melody and has the mark of good commercial material all over it. Jane Powell plays the Nancy of the title, with leading support coming from Ann Sothern as her mother and Louis Calhern as her grandfather. On hand to keep the romantic interests bubbling for Miss Powell are Barry Sullivan and Scotty Beckett, while Carmen Miranda keeps popping in and out with welcome eruptiveness and songs.

Consider the farcical complications inherent in a story in which both mother and daughter are given the same role to act in a play, unbeknown to one another. Mother goes to Rio to study her part and soon Nancy takes a boat for the same destination in order to elicit some coaching from her mother. On board, Nancy meets Sullivan, and through some misunderstanding, thinks he has proposed to her. Nancy rejects the imaginary proposal from the elder Sullivan, but subsequently she decides she is in love with him. It all amounts to a comedy of errors with ramifications spreading in all directions. When the finale rolls around Miss Sothern, a widower, becomes romantically attached to Sullivan and Miss Powell wisely returns to the youthful charms of Beckett.

All portrayals are adequately suited to the roles provided in Sidney Sheldon's screenplay. Besides Miss Miranda, the Misses Powell and Sothern deliver a number of tunes. Robert Z. Leonard's direction blends the various elements of the production quite well. Joe Pasternak produced the film which was based on a story by Jane Hall, Frederick Kohner and Ralph Black.

Running time, 99 minutes. General audience classification. For March release.

MANDEL HERBSTMAN

"The Palomino"

(Columbia)

A WESTERN with a light touch is this Robert Cohn production directed by Ray Nazarro. The picture is handicapped by the immature performances of some of the little-known players, the only seasoned one being Joseph Calleia as a Mexican ranch hand. The effective use of Technicolor and Vincent Farrar's skillful photography, however, redeem the film considerably and provide a selling point.

Jerome Courtland and Beverly Tyler, a couple of youngsters whose petty feuds indicate that the story will end with a permanent romance, head the cast. Courtland is an inexperienced cattle buyer who arrives at a horse ranch breeding palominos, and gets into trouble with the owner, Miss Tyler. In a series of adventures, and aided by Calleia, he finds her prize stud horse hidden in the mountains and exposes a neighboring rancher as the culprit who has stolen the animal.

Supporting roles are played by Roy Roberts, Gordon Jones and Robert Osterloh. Tom Kilpatrick wrote the screenplay.

Running time, 73 minutes. General audience classification. For March release.

"True Name" Repeal Fails

BOSTON, Feb. 1.—The Massachusetts State Senate today killed the bill to repeal the "true name" law requiring entertainers and others who appear under assumed names to file their true names with a state official.

'Little 3' Decree

(Continued from page 1)

which have been in effect since the U. S. Supreme Court decision in the case. It is this proposed order which the court is expected to sign shortly.

Buying Still Limited

The attorneys point out, however, that the absence of any injunction on buying theatres does not mean they will be free to acquire any of the houses to be divested by the majors. They explain that both RKO and Paramount are restrained from selling to any co-defendants in the case and in all likelihood similar bans will be placed in the final decrees to be entered against Warners, Loew's and 20th-Fox.

BANKING FOR THE
MOTION PICTURE
INDUSTRY



**BANKERS TRUST
COMPANY**
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Get Tax Cards In Mail: Doob

Many exhibitors are asking how best to handle the signed protest blanks upon which patrons are registering their protests to Congressmen over the 20 per cent wartime Federal excise levy. Here is the recommendation of the tax committee of the Council of Motion Picture Organizations, according to Oscar A. Doob, committee member.

Whenever each theatre has 200 or 300 signed blanks, they should be wrapped up and parcel-posted to the proper Congressmen (care of the House Office Building, Washington, D. C.), the representative from the district in which the theatre is located. They should repeat this each time a few hundred accumulate, so that there will be a steady stream of thousands of cards going to every Congressman. Exhibitors are advised not to hold all of the cards too long. They should be kept flowing into Washington.

"This will be much more effective than big shipments at one time," according to the committee.

Tax Hearings

(Continued from page 1)

Abram F. Myers, chairman of the COMPO taxation committee, and Jack Bryson, legislative representative of the Motion Picture Association of America, will testify at the hearings in behalf of the industry. This would be the case should House Democratic leaders pursue their plan to hold the hearings to an absolute minimum.

In Washington, Myers and Henderson M. Richey, aide to the COMPO committee, spent Tuesday and yesterday spurring distributor and exhibitor committees throughout the country on their activities in the tax drive.

Myers, it was reported from Washington, said the two contacted territories that have not reported, or whose reports indicated they needed help. "The long-distance phone bill was terrific," he declared.

Myers will meet in Washington tomorrow with Theatre Owners of America executive director Gael Sullivan to work out plans for testifying before the House group.

TAKE IT FROM THE COMEDY EXPERTS



Joan Davis
CBS and screen star

"...FRANCIS will probably set a laugh record. I haven't laughed so much in years."

"Francis"

Coming from UNIVERSAL-INTERNATIONAL



Mr. Exhibitor...

I'll handle your case first...

(music please!)

Are you interested
in makin' money?...

Yes or no?...

(If the answer is yes, see me tomorrow)

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
Jan. 1	(Jan. Releases) ALL THE KING'S MEN Brodieck Crawford D-109 min. (Rev. 11/7/49)	(Jan. Releases) THE SUNDOWNERS (Color) Robert Preston D-90 min. (Rev. 1/12/50)	MALAYA Spencer Tracy James Stewart D-98 min. (Rev. 12/2/49)				THE OUTLAW Jane Russell Walter Huston D-103 min. (Rev. 12/28/49)		DAVY CROCKETT "INDIAN SCOUT" Geo. Montgomery Ellen Drew O-71 min. (Rev. 1/13/50)	(Jan. Releases) WOMAN IN HIDING Ida Lupino Stephen McNally Howard Duff D-92 min. (Rev. 12/16/49)	THE LADY TAKES A SAILOR Jane Wyman Dennis Morgan O-89 min. (Rev. 12/5/49)	FALLEN IDOL Ralph Richardson (Rev. 10/4/49) (Release: Jan.) THE THIRD MAN Joseph Cotten Orson Welles D-101 min. (Rev. 1/10/50) (Release: March)
Jan. 8	THE TRAVELLING SALESWOMAN Joan Davis (Rev. 1/12/50)	NEVER FEAR Sally Forrest D-81 min. (Rev. 1/13/50)	AMBUSH Robt. Taylor Arlene Dahl D-89 min. (Rev. 12/23/49)		(Jan. Release) THELMA JORDON Barbara Stanwyck Wendell Corey D-100 min. (Rev. 11/7/49)	BELLS OF CORONADO Robt. Rogers O-66 min. (Rev. 1/17/50)	WOMAN ON PIER 13 Laraine Day Robert Ryan D-73 min. (Rev. 9/21/49)	DANCING IN THE DARK (Color) William Powell Maureen O'Hara D-82 min. (Rev. 11/7/49)	DEADLY IS THE FEMALE John Dall Peggy Cummins D-87 min. (Rev. 11/11/49)		INSPECTOR GENERAL (Color) Danny Kaye Barbara Bates C-88 min. (Rev. 11/17/49)	
Jan. 15	SONS OF NEW MEXICO Gene Autry O-71 min.	GIVE US THIS DAY Sam J. Tamm (Rev. 12/16/49)	BATTLEGROUND Van Johnson John Hodiak D-118 min. (Rev. 9/28/49)	BLUE GRASS OF KENTUCKY (Color) Bill Williams D-72 min. (Rev. 1/17/50)			MY FOOLISH HEART Susan Hayward Dana Andrews D-89 min. (Rev. 10/17/49)			THE RUGGED DIORAMANS John Hodiak Thelma Scott D-76 min. (Rev. 12/14/49)	THE HASTY HEART Ronald Reagan Patricia Neal D-89 min. (Rev. 12/1/49)	GUilty BYSTANDER Zachary Scott Faye Emerson (Release: Jan.)
Jan. 22	MARY RYAN DETECTIVE D-103 min. (Rev. 11/21/49)	SARUMBA Oris Dowling D-64 min.	INTRUDER IN THE OUST Claude Jarman, Jr. D-87 min. (Rev. 10/11/49)	FENCE RIDERS Whip Wilson O				WHIRLPOOL Gene Tierney Jose Ferrer D-87 min. (Rev. 11/23/49)	IF THIS BE SIN Myrna Loy Peggy Cummins D		MONTANA (Color) Errol Flynn Alexis Smith O-76 min. (Rev. 1/4/50)	FLYING SAUCER Mikel Conrad (Rev. 1/6/50) (Release: 1/10)
Jan. 29	CHINATOWN AT MIDNIGHT D-67 min. (Rev. 12/20/49)											FOUR DAYS' LATE Cornel Wilde (Release: Feb.)
Feb. 5	(Feb. Releases) FATHER IS A BACHELOR William Holden C		EAST SIDE, WEST SIDE James Mason Barbara Stanwyck Van Heflin D-103 min. (Rev. 12/16/49)	JOE PALOOKA MEETS HUMPHREY Robert Coogan C-65 min. (Rev. 1/30/50)	(Feb. Releases) CAPTAIN CHINA John Payne Gail Russell D-98 min. (Rev. 11/1/49)	UNMASKED Robt. Rockwell D	STROMBOLI Ingrid Bergman D	WHEN WILLIE COMES MARCHING (Color) Dan Dailey Corinne Calvet D-82 min. (Rev. 1/4/50)	JOHNNY HOLLOAY William Benday Allen Martin, Jr. D-94 min. (Rev. 12/19/49)		BACKFIRE Virginia Mayo Gordon Macrae D-89 min. (Rev. 1/18/50)	THE WIND IS MY LOVER Vivica Andrews (Release: Feb.)
Feb. 12	THE NEVADAN Randolph Scott O-81 min. (Rev. 1/13/50)	GUilty OF TREASON Charles Bickford Bonita Granville (Rev. 12/29/49)	BLOSSOMS IN THE DUST Robert Montgomery Walter Pidgeon D-79 min. (Rev. 6/23/41)	BLONOE DYNAMITE Bowen Boys C		GUNMEN OF ABILENE Alan Reeky Lane O		DAKOTA LIL (Color) George Montgomery Marie Windsor (Rev. 1/20/50)		FRANCIS Donald O'Connor Patricia Medina D-91 min. (Rev. 12/12/49)	CHAIN LIGHTNING Humphrey Bogart Eleanor Parker D-94 min. (Rev. 2/1/50)	HOLLYWOOD VARIETIES (Release: 1/14) M-60 min. (Rev. 1/12/50)
Feb. 19	MARK OF THE GORILLA Johnny Weissmuller O		KEY TO THE CITY Clark Gable Loretta Young C-D-99 min. (Rev. 1/27/50)	WEST OF WYOMING Johnny Mack Brown O-57 min.		TARNISHED Dorothy Patrick D	VENOETTA Faith Domergue D	TWELVE O'CLOCK (Color) Hugh Marlowe D-132 min. (Rev. 12/21/49)				RAOAR SECRET SERVICE (Color) (Rev. 1/23/50) (Release: 1/28)
Feb. 26	GIRLS' SCHOOL Joyce Reynolds D-62 min.			YOUNG DANIEL BOONE David Bruce D			BEO OF ROSES Joan Fontaine Robt. Ryan D					EVERYBODY'S DANCIN' (Color) (Rev. 1/28) (Release: 2/11)
Feb. 26	MULE TRAIN Gene Autry O											WESTERN PACIFIC AGENT (Release: 2/18)
Feb. 26	TRAIL OF THE RUSTLERS Charles Starrett O											CROOKED RIVER (Release: 2/25)
Mar. 5		(Mar. Releases) THIRD MAN Joseph Cotten Valli D-104 min. (Rev. 1/31/50)	NANCY GOES TO RIO (Color) Ann Southern Jane Powell M-79 min. (Rev. 1/19/50)	BORDER RENEGADE Johnny Mack Brown O	(Mar. Release) PAID IN FULL Robert Cummings Elizabeth Scott D-105 min. (Rev. 12/22/49)		CINDERELLA (Disney Feature) (12/13/49)	MOTHER OUGHT TELL ME Dorothy McGuire William L. Sullivan C-D-88 min. (Rev. 2/1/50)	D. O. A. Edmond O'Brien Patricia Barton D-83 min. (Rev. 1/4/50)	THE KID FROM TEXAS (Color) Audie Murphy Gale Storm D-78 min. (Rev. 1/11/50)	YOUNG MAN WITH A HORN Kirk Douglas Lauren Bacall D-112 min. (Rev. 1/11/50)	
Mar. 12		GLASS MOUNTAIN Valentina Cortesa M-D		KILLER SHARK Roddy McDowell D								BARON OF 1912 (Color) Vincent Price (Release: 3/4)
Mar. 12												COLORADO RANGER O (Release: 3/11)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]



He gives shape to things to come...



HIS the ability to see each script through the camera's eye . . . to picture with brush and pencil the story's dramatic highlights . . . and, finally, to shape sketches into settings of authentic merit.

He is the screen's art director, at once responsive and responsible. Not only must he be sensitive to the mood of the story . . . giving full consideration, as well, to the personality of the star . . . but

also he must be constantly aware of the practicalities of motion picture production, be able to work closely with scores of crafts within and without the studio.

Above all, the art director knows the importance of the faithful reproduction of the values he creates . . . an assignment he is well content to see competently handled by Eastman's famous family of motion picture films.

EASTMAN KODAK COMPANY

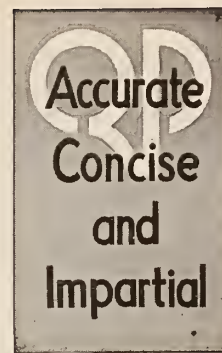
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J. E. BRULATOUR, INC., DISTRIBUTORS

FORT LEE • CHICAGO • HOLLYWOOD



MOTION PICTURE DAILY



VOL. 67 NO. 24

NEW YORK, U.S.A., FRIDAY, FEBRUARY 3, 1950

TEN CENTS

Loew's Paid \$3,532,054 For Pensions

Company 'Hopes' to Keep Plan Going Indefinitely

While film industry labor makes preparations on a number of fronts to secure new management-backed retirement pensions for union workers, Loew's, one of the companies slated to receive the union demands, was making contributions to its own employees' retirement plan in the amount of \$3,532,054 for the fiscal year.

Along with this disclosure, the company reports that it paid during the year to officers and employees "percentage compensation" totalling \$604,582. The payments were based on percentages of company profits.

The employees' retirement plan is not "funded" and the company does

(Continued on page 3)

TV Is Endangering Theatre Business, Lippert Maintains

Robert L. Lippert, head of Lippert Productions and a California-Oregon circuit of 64 theatres, contended in a press interview here yesterday that the motion picture industry is approaching the problem of television with mistaken ideas. The results of this, he said, could be disastrous for the film business.

Film industry leaders, Lippert charged, "poo-poo television," and yet, he added, "in Los Angeles, where there are more television sets, per-

(Continued on page 3)

UA, E-L Not Yet in Compo

Distributors outside the fold of the Motion Picture Association of America, such as United Artists and Eagle-Lion, apparently have yet to be formally considered in the financing formula for the Council of Motion Picture Organizations. Non-MPAA distributors said they have yet to be approached on the subject and con-

(Continued on page 7)

Balaban, Murphy, Anderson Get 'Brotherhood' Awards

Allied to Tackle Bids, Compo, Survey

WASHINGTON, Feb. 2.—Full discussion of competitive bidding, ratification of the Council of Motion Picture Organizations, voluntary commercial arbitration for clearance disputes, and the possibility of a nationwide survey of the drop in theatre attendance will be on the agenda of the board of directors of Allied States at its meeting here next Thursday and Friday.

The meeting will elect new officers for a two-year term. Trueman Rembusch and Benjamin Berger are leading possibilities for Allied's new president. Another agenda item will be

(Continued on page 3)

Industry leadership in combating intolerance was cited yesterday at the "Brotherhood Week" luncheon of the National Conference of Christians and Jews at the Waldorf-Astoria Hotel here. On the occasion, the 1950 "Brotherhood Award" was presented to Barney Balaban, Paramount president; George Murphy, film actor and vice-president of the Screen Actors Guild, and playwright Maxwell Anderson. An estimated 1,000 attended the luncheon, at which Louis Nizer, industry attorney, presided.

The awards, in the form of plaques, are presented annually to individuals identified with the amusement industry who have helped build inter-racial goodwill.

In presenting the award to Balaban, former Navy Secretary John L. Sulli-

(Continued on page 2)

Coplan Coming on Film Classics Deal

LONDON, Feb. 2.—David Coplan, managing director of International Film Renters, will sail from here next Wednesday for New York where he plans to complete negotiations with Film Classics for a distribution-production deal pending for some time.

International was taken over last fall by Coplan and financial interests headed by Andrew Holt, Canadian financier, and affiliated with British Film Classics, U.K. distribution outlet for the American company of the same name. The present deal under negotiation is said to contemplate production of British films under the auspices of IFR and Film Classics of America.

TOA Heads Meet on Compo March 1-2

Theatre Owners of America's 13-member executive committee will meet at the Hotel Astor here on March 1 and 2 to discuss ratification of the Council of Motion Picture Organizations, approval of a final draft of a suggested code of fair trade practices, plans for TOA representation at Congressional hearings on the bill to reduce excise taxes, and approval of plans and a budget for theatre television hearings before the Federal Communications Commission. The committee also will select a TOA 1950 convention site.

The date of the meeting, which fol-

(Continued on page 8)

INDUSTRY'S ANTI-TAX CAMPAIGN IN HIGH GEAR ON EVE OF HEARINGS

WASHINGTON, Feb. 2.—The nationwide campaign to repeal the Federal admission tax is under way in all sections of the country and by the weekend will be in high gear, the tax committee of the Council of Motion Picture Organizations reported today.

This was announced by chairman Abram F. Myers and aide Henderson M. Richey as the House Ways and Means Committee planned to open hearings on tax revision tomorrow. Secretary of the Treasury Snyder will be the lead-off witness.

Administration leaders, it was learned, are now shooting for a July 1 target date to put into effect whatever excise re-

duction Congress should vote for.

Myers said he and Richey for the past three days have been contacting distributor and exhibitor leaders in every film center and were extremely gratified with the progress of the drive. Material has been received and distributed in all film centers, National Screen Service has taken orders for material devised by the committee, and organization meetings will have been held in every film center by the weekend, Myers stated.

The Allied official said public response to the campaign put into operation in New York City last weekend

(Continued on page 8)

Says Industry 'Tremendously Hit' by 20% Tax

Senator Wiley Pleads for Cut in Excise Levy

WASHINGTON, Feb. 2.—The motion picture industry has been "tremendously hard-hit" by the 20 per cent Federal admission tax, the Senate was told today by one of its members.

Sen. Wiley (R., Wisc.), in a long appeal for a cut in the tax, stressed it hurt not primarily the producers "But rather the little fellows, the little motion picture house operators in my own state of Wisconsin and throughout the nation."

Wiley pointed out the industry's cooperation in the war effort and all charity drives and civic campaigns, and declared that the industry as a

(Continued on page 8)

US Aid Asked on British Quota, Exports to France

WASHINGTON, Feb. 2.—The Motion Picture Association of America asked the State Department to renew its efforts to get the British government to lower the 40 per cent screen quota.

At the same time, it was learned, the Motion Picture Export Association and the Society of Independent Motion Picture Producers have formally asked the Department to request the French government to reopen negotiations on the number of dubbed American films which can be sent to

(Continued on page 7)

Arnall Calls For Gov't Aid

A mobilization of all segments of the film industry to protest foreign trade restrictions at meetings with President Truman and Cabinet members was proposed here yesterday by Ellis G. Arnall, president of the Society of Independent Motion Picture Producers.

He told reporters that the SIMPP

(Continued on page 7)

Personal Mention

JULES LAPIDUS, Warner Eastern and Canadian sales manager, will return here today from Philadelphia.

LOUIS COHEN, Loew's theatre executive, and **MRS. COHEN**; **H. SIDNEY LANDAU**, industry attorney, and **MRS. LANDAU** are among passengers sailing from here on Saturday for a South American cruise on the *S.S. America*.

MIKE CHAKERES, **JUDGE GOLDEN C. DAVIS**, **JOHN COLE** and **HERBERT HAGLE**, here from Springfield, O., in connection with the sale of Warner theatres in that city, will return to Springfield over the weekend.

WILLIAM GOLD, Warner poster art director, and **MRS. GOLD** became the parents of their second child, a daughter born Wednesday at the Women's Hospital here.

ED HINCHY, Warner playdate department head, is in New Haven today from New York.

HARRY M. POPKIN, producer, and **MRS. POPKIN** will arrive here tomorrow from the Coast.

NORMAN EISENSTEIN, board chairman and treasurer of Realart, and **MRS. EISENSTEIN** are the parents of a son born on Wednesday at the Beth-El Hospital, Brooklyn.

HELEN HUBER, cashier at Paramount's Buffalo branch, was presented with a watch as she joined Paramount's 25-Year Club this week.

NORMAN W. ELSON, president of Newsreel Theatres, left here yesterday for a business trip to Florida. He will return on Tuesday.

LIGE BRIEN, Eagle-Lion exploitation manager, left New York yesterday for Cleveland, Indianapolis and Cincinnati.

HARRY A. SAMWICK, president of American Display Corp., is in Tucson from New York for his health.

Warner Field Force Being Realigned

A realignment of Warner's field sales organization is being worked out and is scheduled to be completed and announced early next week, it has been confirmed by home office officials.

The realignment now in process will cover mainly of reassignment of territories within sales divisions and transfer of some field personnel to new posts, it was stated.

'Treason' Premiere Campaign Extensive

The premiere campaign for Eagle-Lion's "Guilty of Treason," which will open on Feb. 8 at the Cleveland Allen Theatre, is growing to sizeable proportions, according to Leon Brandt, E-L director of advertising-publicity.

Proclamations welcoming the film have been issued by the mayor of Cleveland and the governor, every store in town handling books has devoted window displays to "As We See Russia," on which "Guilty of Treason" is based, and the Catholic War Veterans will be host to all other veterans' groups on the opening night, with parades, bands and klieg lights set for the event.



Nancy Olson, Bing Crosby's leading lady in Paramount's "Riding High," is one of the many stars who have pledged support to the 1950 "Brotherhood Week" drive and urges every exhibitor to display the one-sheet poster during the week of Feb. 19-26.

'Brotherhood' Award

(Continued from page 1)

van, general chairman of "Brotherhood Week," to be observed Feb. 19-26, commented on the "educational impact" of films and the stage. He paid tribute to Balaban's civic and philanthropic activities.

Balaban, in response, noted the "contribution the NCCJ has made in the field of human relations."

J. Robert Rubin, vice-president of Loew's, and general chairman of the amusement division of the NCCJ, made the citation to Anderson. He paid tribute to Anderson's "high sense of public responsibility." Madeleine Carroll, New York chairman of "Brotherhood Week," made the presentation to Murphy.

Ted R. Gamble, president of Gamble Enterprises, and national chairman of the "Brotherhood Week" committee for the film industry, praised the work of the various industry committees.

Invited to the dais were: Jack Alicocate, Leon J. Bamberger, Robert Benjamin, Leo Brecher, John Chapman, Everett R. Clinchy, Robert W. Coyne, Thomas R. Dash, Ned E. Depinet, Howard Dietz, Leopold Friedman, William German, William Hawkins, Will H. Hays, James Jerauld, Harry M. Kalmine, Red Kann, Malcolm Kingsberg, Jock Lawrence, Chick Lewis, Robert Mochrie, Charles C. Moskowitz, John O'Connor, Edmund Reek, Herman Robbins, Abe Schneider, Alfred W. Schwalberg, Fred Schwartz, C. J. Scollard, Sam Shain, Ben Shiyen, George P. Skouras, Spyros P. Skouras, Nate B. Spingold, Morton Sunshine, Joseph Vogel, Mo Wax, Kurt Weill and Max E. Youngstein.

'Battleground' Day

CHICAGO, Feb. 2.—Mayor Martin J. Kennelly today proclaimed Feb. 9 as "Battleground Day" to coincide with the opening of the M-G-M film at the Balaban and Katz State-Lake. Festivities will include a downtown parade by members of the Fifth Army.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Cal. Finance Writers Honor L. M. Giannini

LOS ANGELES, Feb. 2.—A special award for outstanding public service was presented here yesterday to L. M. Giannini, president of the Bank of America, by the Southern California Financial Writers Association.

At a luncheon at the Los Angeles Stock Exchange Club, J. W. Ward, president of the association and financial editor of the Los Angeles *Examiner*, presented a scroll in recognition of Giannini's "manifold activities in the interest of the community, state, and nation in banking, civic, and charitable affairs."

Feb. 7 Is 'Francis Day' In New Orleans

Feb. 7 has been proclaimed "Francis Day" in New Orleans to mark the American premiere of Universal-International's "Francis," at the RKO Orpheum Theatre at a benefit for the New Orleans Philharmonic Symphony Society.

The Hollywood entertainers, including star Donald O'Connor, who participated in a series of shows for the U. S. Armed Forces in Occupied Germany in connection with the film's world premiere there, will participate in the American premiere.

'U' Sets 'Wall' Premiere

Universal-International's "Outside the Wall," which deals with a \$1,000,000 robbery, will have its premiere at Boston, scene of the recent \$1,000,000 Brink holdup, at the RKO Memorial Theatre there on Feb. 8, the company announced here yesterday.

Elected to 'U' Board

Election to Albert A. Garthwaite, president of Lee Rubber and Tire Corporation, to the Universal board of directors by the board at a meeting here Wednesday was announced yesterday.

Dudelson to Lippert As Division Manager

Harris Dudelson, formerly with Eagle-Lion, has joined Lippert Productions as Midwest division manager, with headquarters in Detroit, it was announced here yesterday by Robert L. Lippert.

Lippert reported that his company now owns 11 exchanges, with 22 other exchanges handling his product on a franchise basis. Seven additional salesmen recently were added.

Chicago Censors Ban E-L's 'Hidden Room'

CHICAGO, Feb. 2.—The Chicago police censor board in January reviewed 100 films. It rejected "The Hidden Room" (Eagle-Lion), and classified the following for adults only: "Backfire" (WB); "The Sundowners" (E-L); "Indiscretion" (French); "Widower" (Swedish); "Rosinda" (Mexican); "The Idiot" (French); "Scarlet Sin" (German); "You, the Rich Man" (Mexican).

Smith to Hold a 20th Chicago Sales Meet

CHICAGO, Feb. 2.—A. W. Smith, Jr., 20th-Fox vice-president, will preside at a one-day Central district sales meeting to be held at the Drake Hotel here Monday. Exchange managers and salesmen from the Indianapolis, Cincinnati and Chicago territories will attend.

Box, British Producer, To Take Year's Rest

LONDON, Feb. 2.—Sydney Box, managing director of Rank's Gainsborough Productions, will take a year's leave of absence on medical advice, the Rank Organization announced here today. Box plans a holiday from production, it is said, and will resume his post when fully recovered.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SAMUEL GOLDWYN'S
"MY FOOLISH HEART"
starring
Dana ANDREWS - Susan HAYWARD
Directed by MARK ROBSON
Distributed by RKO RADIO PICTURES
SPECTACULAR STAGE PRESENTATION

Paramount presents
"Dear Wife"
starring
WILLIAM HOLDEN - JOAN CAULFIELD
BILLY DE WOLFE - MONA FREEMAN
EDWARD ARNOLD
PARAMOUNT TIMES SQUARE
in Person
CELESTE HOLM
DAVE BARRY
RAUL & EVA REYES
BUDDY ROGERS
and his orchestra
Midnight Feature
Nightly

Cecil B. DeMille's masterpiece
"Samson and Delilah"
Color by TECHNICOLOR
BETTY LAMAR - VICTOR MATURE - GEORGE SANDERS
ANGELA LANSDOWN - HENRY WILCOX
Paramount only
RUSS CASE & ORCH.
PARAMOUNT RIVOLI

GREGORY PECK
in
"12 O'CLOCK HIGH"
A 20th Century-Fox Picture
On Stage—DEAN MURPHY, ROLLY ROLLS
Extra—BETTY BRUCE
ROXY 50th St.
7th Ave. &

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Technicolor Pact To Washington For Gov't Okay

HOLLYWOOD, Feb. 2.—Settlement of the government case against Technicolor appeared imminent tonight as William Dixon, executive in charge of the anti-trust division of the Department of Justice, flew to Washington on the Coast, and Joseph J. Fulton, assistant to Technicolor attorney, flew to Washington to submit an agreement reached in week-long conferences here. If the Department of Justice approves the agreement, it will go to the Technicolor board for approval before becoming effective.

The case is set for trial here on Feb. 7.

N. Y. Papers to Ban Offensive Ad Copy

Persons in authority at the *New York Times* and *Herald-Tribune* pledged yesterday they will reject any advertising copy considered offensive to the film industry and said they regretted accepting the insertions of the Roosevelt Theatre this week, according to Alfred Corwin, head of public information at the New York office of the Motion Picture Association of America. He said the pledges were made to him when he protested the Roosevelt copy which, in effect, charged Hollywood producers with catering to a "12-year-old intellect."

Corwin had made the protest in behalf of the MPAA advertising-publicity directors committee.

Appeals Court Denies US's Ricca Petition

CHICAGO, Feb. 2.—The U. S. government was denied a petition yesterday by the Federal Court of Appeals here in which it sought a rehearing of the Paul Ricca case.

Ricca, a Capone gangster and member of the film industry extortion group, was freed by Federal Judge Michael Igoe on a writ of *habeas corpus*. The government asked the Appeals Court to reverse Igoe but the court upheld him two months ago. John P. Lulinski, assistant U. S. Attorney, said the government will appeal to the U. S. Supreme Court.

Allied Board Meet

(Continued from page 1)

establishment of the office of vice-president and re-instatement of the executive committee, which was abolished last year. A 1950 convention city will be selected at the meeting.

Should the board ratify participation in Compo, Allied chairman Abram Myers stated, it will elect an Allied director for Compo as well as an alternate director.

Competitive bidding was scheduled for discussion, Myers said, at the request of a number of the directors who want to know "whether it stems from the exhibitors or is forced on them by the distributors," and whether the practice "has been beneficial in breaking up circuit monopolies or has merely served to increase film rentals."

Rembusch will report to the board on television, Sidney Samuelson on outdoor theatres, and Charles Niles on the membership drive.

Reviews

"The Eagle and the Hawk"

(Paramount)

SEMI-HISTORICAL OVERTONES have been written into this large-scale Western from the production team of William H. Pine and William C. Thomas. The story covers the period of the Civil War, while down in Mexico subversive forces were attempting to overthrow Juarez and put a French ruler into power. Added to this, there were bandit elements filled with the ambition of capturing Texas while the North and South were locked in their struggle.

John Payne, Rhonda Fleming and Dennis O'Keefe are the principals in this Technicolor production. Generally it shapes up attractively for a film in this classification, though a running time of 104 minutes leaves moments that seem unnecessarily drawn out. The story line has O'Keefe and Payne, Northerner and Southerner, respectively, cast aside their differences in the larger national service of going into Mexico as a team to investigate the dangerous doings there. In the course of the narrative developments there evolve the customary sequences of hard riding, gunplay and fisticuffs. At the core of the evil doings is a suave villain, played by Fred Clark. It takes considerable probing and much danger before the boys discover this and, finally, in their own way, arrange to set things straight.

Miss Fleming cavorts through the picture in an array of elaborate gowns. As the wife of the treacherous Clark, she is finally freed to marry Payne by the eventual death of the former. As for O'Keefe, he sacrifices his life to the cause. Lewis R. Foster directed from a screenplay by himself and Geoffrey Homes, based on a story by Jess Arnold.

Running time, 104 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

"Cry Murder"

(Edward Leven Productions—Film Classics)

"CRY MURDER" is a minor offering, produced on location in New York City. It recounts with considerably more conversation than action the events revolving around the blackmailing of a young retired Hollywood actress (Carole Mathews) who settled down to married life with an aspiring politico (Eugene Smith). The blackmailer is a drunkard, third-rate portrait painter from Greenwich Village (Jack Lord), who stole from the lady some love letters written by a former suitor. The artist, disliked intensely by everyone, is murdered eventually and the finger of suspicion points to the lady's husband. She, however, assisted by a private detective, succeeds in cornering the actual murderer who meets death by police bullets on the steps of New York City's General Post Office.

Produced by Edward Leven, "Cry Murder" was directed by Jack Glenn who did as well as one could expect with the material he had to work with, budget-wise and otherwise. The script, by James Carhartt and Nicholas Winter, is based on an original play by A. B. Shiffren. Lord was associate producer. Others in the cast are Howard Smith, Hope Miller, Tom Pedi and Harry Clark.

Running time, 63 minutes. General audience classification. February release.

CHARLES L. FRANKE

TV Is Endangering

(Continued from page 1)

centage-wise, than in any other U. S. city, neighborhood theatre business is off 40 per cent and first-run business is the worst in the country." The situation in Los Angeles is due directly to home television, Lippert held.

Lippert termed theatre television "vastly over-estimated." He believes it is impossible for theatre video to compete with home television, although he feels it is not exactly a bad idea for theatres to be equipped for bringing in special events from time to time as a supplement to regular screen shows.

Lippert Productions, the producer revealed, made a profit of \$200,000 before taxes in the past 11 months.

A \$100,000 advertising campaign has been slated by Lippert for his "Baron of Arizona" and will include trade and national magazine publications.

Robert L. Lippert's "Baron of Arizona" will have its world premiere on March 1 at the Paramount Theatre, Phoenix, with the picture's stars, Vincent Price and Ellen Drew, and other Hollywood celebrities making personal appearances. Immediately following the premiere, Lippert Productions added, the film will open day-and-date in every theatre in Arizona. The picture was originally scheduled to open on Feb. 14.

Loew's Pensions

(Continued from page 1)

not contemplate "funding" of past service credits of employees, it was reported. Loew's states that it hopes to continue the plan indefinitely, "but reserves the right at any time to vary or suspend payments, and to amend, suspend, or discontinue the plan." It is explained, however, that no such action "shall operate to reduce the amount of any retirement income or death benefits provided by payments made by the company prior to the date of such action and not previously disbursed, except such as may be required to permit the plan to meet the requirements of the Internal Revenue Code."

It was explained further that "no amendment or modification of the plan, without prior stockholders' approval, shall increase the aggregate cost to the company or the cost to the company for any employee's benefit."

Levine Joins Lux Film

Philip Levine, formerly with the Warner exchange here and with Burke Theatres in the Bronx, has been appointed New York sales representative for Lux Film.

Poche Quits Theatre Post

NEW ORLEANS, Feb. 2.—Irving Poche has resigned as general manager of the Poche Theatre. No successor has been named.

Urges Constructive Drive-in Treatment

Local government zoning and planning boards should recognize the drive-in theatre as a new element of community life, and deal with it constructively rather than oppose it arbitrarily, in the opinion of the American Society of Planning Officials, reporting a recent survey of post-war drive-in expansion.

Would Bar Drive-ins In Large N. Y. Cities

Bill prohibiting the erection hereafter of drive-ins in cities with 250,000 or more population has been introduced by Assemblyman Alfred Lama, Brooklyn Democrat, who said drive-ins have created traffic hazards.

Several operated on Long Island have caused traffic bottlenecks, usually along main highways, immediately before and after performances, complained Lama, who also stated that he had received complaints from social welfare agencies that drive-ins have contributed to juvenile delinquency. The measure would affect New York, Buffalo and Rochester. Drive-in interests are expected to oppose the bill.

Kan.-Mo. Drive-in Operators to Meet

KANSAS CITY, Feb. 2.—A meeting of drive-in operators and others who plan drive-in operations is to be held at the Hotel Phillips here on Wednesday, Feb. 22, under the sponsorship of the Kansas-Missouri Theatre Association, of which Dale Danielson is president.

Drop Action on a Probe of Drive-ins

BOSTON, Feb. 2.—Action will not be taken at this time by the State Attorney General's office on the petition of City Councillors Beades and Bryan relative to an investigation of conditions surrounding the issuance of Boston drive-in licenses.

Butte's Palace Destroyed

SALT LAKE CITY, Feb. 2.—The American Theatre at Butte, controlled by Fox Intermountain Theatres, was completely destroyed by fire.

Bob Anderson, city manager, said the blaze was the second to destroy a Fox theatre in Butte in the past three months. A previous fire completely destroyed the Park, which has not been replaced.

Mrs. Harry Turrel

CHICAGO, Feb. 2.—Mrs. Pauline Turrel, wife of Harry Turrel, Warner Theatre Circuit district manager, died in Arizona. Services will be held at Saint Laborious Church, Steger, Ill., on Saturday. Interment will be at St. Anne's Cemetery.

Mrs. E. Bailey Dies

NEW ORLEANS, Feb. 2.—Mrs. E. Bailey, mother of Harold Bailey, part owner of the Gentilly Theatre, died here today. Funeral services will be held in Paducah, Ky.



\$7,500

starring
DOROTHY McGUIRE
WILLIAM LUNDIGAN
with
JUNE HAVOC · GARY MERRILL
Jessie Royce Landis · Joyce MacKenzie · Leif Erickson
Directed by **CLAUDE BINYON** • Produced by **FRED KOHLMAR**
Screen Play by CLAUDE BINYON • From the Book "The Doctor Wears Three Faces" by Mary Bard

"MOTHER DIDN'T TELL ME"

20th Century-Fox selected "Mother Didn't Tell Me" for a \$7500, showmanship contest because the exploitation and promotional possibilities are limited only by the ingenuity of the showman . . . and are readily adaptable to all sorts of situations, large, small and in-between.

Store Promotions and Tie-up Ads: Your local department store, drug, 5&10, notions and specialty shops are literally a gold mine for tie-ups keyed to the theme "Mother Didn't Tell Me I'd look better with Lipstick."

Newspaper publicity and contests First arrange special screenings for women's page editors, teen-age columnists, family counselors, feature writers. The picture is loaded with substantial material for one-page articles on marital relations, etiquette, human relations, mother-law problems, etc.

The Inquiring Reporter stunt is a cinch with such questions "Should a Mother tell her daughter *Everything*?" Newspaper contests can be promoted along the lines of "Most Embarrassing Experience" under the heading "What I wish My Mother Had Told Me"

BOOK IT NOW! GET STARTED NOW!

100 SHOWMANSHIP CONTEST → 134 PRIZES

1st PRIZE \$500

or two week all-expenses paid vacation for two at Walter Jacob's Vacation Wonderland, The Lord Tarleton Hotel, Pike, New Hampshire.

2nd PRIZE \$350 **3rd PRIZE \$250** **4th PRIZE \$150**

10 PRIZES \$100 **20 PRIZES \$75** **50 PRIZES \$50**

50 PRIZES \$25

Open to any theatre that plays "MOTHER DIDN'T TELL ME" between February 25 and May 4, 1950.

IN THE EVENT OF A TIE, DUPLICATE PRIZES WILL BE AWARDED

IS A SHOWMANSHIP NATURAL!

Organizational and School promotion: Many types of women's organizations are deeply concerned with the problems posed by the picture. PTA, discussion, literary and child guidance groups can be approached. Hire a local child psychologist to speak before all such groups as well as high school and college assemblies on the subject "Mother Didn't Tell Me". Such a speech can be a real public service on the part of the theatre and should not be commercialized beyond the title of the speech, "Mother Didn't Tell Me."

Doctors, And Nurses Doctors and nurses speak to many people during the course of the day. Arrange special advanced showings for key doctors and nurses. They will create wonderful word-of-mouth for you.

Street Ballyhoo Hire four teen-age boys. Paint a black eye on each and have them parade around town carrying the sign "MOTHER DIDN'T TELL ME". We guarantee this one will cause plenty of mirthful comment. The title lends itself for sniping and stencilling. It'll be picked up by the local teen-age contingent.

Take it from there!... SEE THE PRESS BOOK FOR MANY MORE PRACTICAL IDEAS

WIN ONE OF THE BIG PRIZES!

MEET YOUR JUDGES!

MRS. RHEBA SCHWARTZ

Exhibitor, Capitol Theatre, Dover, Delaware

MR. TED R. GAMBLE

Member of the Executive Committee of Theatre Owners of America

MR. TRUEMAN REMBUSCH

President, Associated Theatre Owners of Indiana, Inc.



SEE NEXT PAGE FOR OFFICIAL CONTEST RULES

OFFICIAL RULES

MOTHER DIDN'T TELL ME SHOWMANSHIP CONTEST

Sponsored by Twentieth Century-Fox Film Corporation

CONTEST OPEN TO:

Any manager and/or advertising manager of a theatre in the United States or Canada who opens or plays the Twentieth Century-Fox feature picture **MOTHER DIDN'T TELL ME**, starring Dorothy McGuire and William Lundigan, during the period of February 24, 1950 to May 7, 1950 inclusive. Judges of this contest and members of their families are excluded.

ENTRY DATE:

All entries must be postmarked on or before Midnight May 21, 1950.

THE JUDGING:

Judging will be based upon the best and most productive advertising, exploitation and publicity campaigns for **MOTHER DIDN'T TELL ME**.

In judging winners, consideration will be given to the nature of the run, the class of house, its location and business produced, in order to permit equal competition between small town theatres, neighborhood houses and downtown deluxe theatres.

PRIZES:

A total of 134 prizes totalling \$7500 will be given to winning contestants.

First Prize	\$500 U. S. Savings Bond
Second Prize	350 U. S. Savings Bond
Third Prize	250 U. S. Savings Bond
Fourth Prize	150 U. S. Savings Bond
Next ten prizes ..	100 U. S. Savings Bonds each
Next twenty prizes	75 U. S. Savings Bonds each
Next fifty prizes..	50 U. S. Savings Bonds each
Next fifty prizes..	25 U. S. Savings Bonds each

HOW TO ENTER:

(1) Submit a written summary of the advertising, exploitation and publicity campaign you stage for your engagement of **MOTHER DIDN'T TELL ME**, documented with newspaper tear sheets, photos and any other specimens.

This summary may be in any form you elect, whether letter, memo, scrapbook, folder, etc., and may be of any length or dimension. However judging will be done solely on the basis of the factors outlined in these Rules. Elaborateness of campaign books or of presentations will have no bearing whatsoever on the decision of the judges.

(2) This summary must in all instances include the following specific information, in addition to an outline of the campaign activities themselves:

- a. size of theatre (seats)
- b. population and type of community
- c. run given **MOTHER DIDN'T TELL ME**
- d. percentage or normal business
- e. receipt for engagement (optional)

- (3) Send your summary by first class mail to:
"MOTHER DIDN'T TELL ME" CAMPAIGN
COMMITTEE
Twentieth Century-Fox Film Corp.
444 West 56th Street
New York 19, N. Y.

JUDGING COMMITTEE:

The committee of judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same and/or material or ideas therein contained may be freely copied or otherwise used by or through said corporation.

In case of a tie, duplicate prizes will be awarded. This contest is subject to federal, state and local regulations.

MPIC Weighs Role In U. K. Pact Talks; Labor Wary

HOLLYWOOD, Feb. 2.—The question whether the Motion Picture Industry Council should or could undertake to participate with production representatives in the forthcoming London conference on revisions of the existing trade regulations was the principal topic at last night's meeting of the MPIC, which ran over into the morning hours.

Labor and producer viewpoints on the matter of producing Hollywood pictures abroad as a means of utilizing blocked funds were exhaustively examined, with the Hollywood AFL Film Council taking a firm stand on its previously stated claim that this procedure creates unemployment in Hollywood. No agreement entered into with the British should be such as to commit producers to continuance of this practice, the AFL representatives said. The meeting adjourned with the question still unsettled and it was decided by unanimous vote to seek additional information on the whole matter prior to the next meeting on Feb. 15.

UA, E-L, Compo

(Continued from page 1)

sequently have given the matter no consideration.

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, yesterday underlined this as influencing the society to defer its vote on ratifying Compo since numerous SIMPP members release through UA and Eagle-Lion. Arnall has taken the position that the producers should contribute to the support of Compo on a pro rata basis, with the Compo contribution to be deducted from the gross distribution rental of a film. After this is deducted, the producer and his distributor should divide the receipts in accordance with their contract. Arnall made it clear that the producer shall not be called upon to pay more than his share.

Arnall said he is wholly in favor of participating in Compo upon clarification of producer payments but that SIMPP ratification is a matter for the Society's board to decide. He will leave here next month for the Coast

Honor Columbia Author

Robert Penn Warren, American author whose "All the King's Men" was produced by Robert Rossen as a film for Columbia, has been selected for membership in the National Institute of Arts and Letters.

KEEP YOUR EYE ON...



Damon Runyon's
"JOHNNY ONE-EYE"

Produced by Benedict Bogeaus
thru U.A.

Review

"Gigi"

(Codo Cinema—Spalter International Pictures)

ADULT comedy is provided in "Gigi," a typically Gallic tale of life among the demi-mondaines of Paris at the turn of the century. Based on the Pierre Laroche adaptation of the story by Collette, this French importation introduces Daniele Delorme as Gigi, with Gaby Morlay, Yvonne de Bray, Franck Villard and Jean Tissier handling the other leading roles.

Mamita (Yvonne de Bray) and her sister Alicia (Gaby Morlay) are retired demi-mondaines who connive to launch Gigi, Mamita's schoolgirl granddaughter, on a career which they hope will rival their own gold-digging. They groom her like a race horse, teaching her to distinguish precious stones from semi-precious, and otherwise place her on the gold standard. They then decide the time is ripe to interest a wealthy young man (Franck Villard) in her, but they reckon without Gigi who, in her unstudied innocence, leads the young man such a chase that he proposes marriage.

The authenticity of the period settings gives the picture a special lustre and excellent acting makes the story outrageous but believable. Claude Lambert produced and Jacqueline Audry directed. Supporting roles are adequately handled. The English titles are excellent, realizing the wit and earthy quality of the original French.

Running time, 85 minutes. Adult audience classification. Release date, not set.
DOROTHY ALTMANN

ASK U. S. AID ON BRITISH QUOTA

(Continued from page 1)

France each year.

The British request was delivered to the Department today by MPAA foreign manager John McCarthy. He pointed out that though a new quota does not go into effect until October, Proceedings of the new quota usually take place in the spring and the sooner the State Department acts, the better. State officials asked for more information, which McCarthy promised.

The State Department's position generally is that while there is no legal obligation on the part of the British to reduce the quota, since it is non-discriminatory, the U. S. can try and persuade the British it would be sound policy to reduce it, thus appeasing American film companies, American Congressmen and British exhibitors.

The agreement with the French government now limits American film imports to 121 dubbed films a year. Both SIMPP and MPEA feel this should be boosted. State cannot ask the French government to reopen negotiations until May 1, but since it takes several months for the Department to make up its mind on things of this type, the two film associations are

getting their campaign under way early.

MPAA Executives Pay Official Visits

WASHINGTON, Feb. 2.—Motion Picture Association of America president Eric Johnston, Joyce O'Hara, his assistant, and John McCarthy, MPAA international chief, today paid a courtesy call on Philippine President Quirino at the Philippine Embassy, then discussed remittance problems with the Philippine finance minister. McCarthy also took up import licensing restrictions at the Spanish Embassy and remittance problems at the Swedish Embassy.

Anso Press Reception

A reception was given by the Anso color division of the General Aniline and Film Corp. at the Hotel Astor here yesterday to acquaint the press with the new Anso color, which is used in RKO Radio's "The Man on the Eiffel Tower." Among those from Anso attending was William Balch, general sales manager.

Seidelman Says British Expect Quota at 30-33 1/3%

The next British quota may be set at 30 to 33 1/3 per cent, British trade circles believe, according to Sam Seidelman, foreign sales manager for Eagle-Lion, who recently returned to New York from a trip to England. The present quota stands at 40 per cent and runs until October.

There is considerable doubt, Seidelman reported, whether British producers will turn out sufficient product to fill even a 30 per cent quota. Official estimates for the coming year put British output at 65 films, but not all of these are considered quota pictures, he said.

However, the Cinematograph Exhibitors Association in Britain is campaigning now for a reduction of the quota to at least 25 per cent, with some of the exhibitor organization's leaders urging complete elimination of the quota.

Arnall Asks Gov't Aid


(Continued from page 1)

distribution committee here has concluded that the trend is toward increasing difficulties in obtaining a free market abroad and that the industry is not powerful enough to cope with foreign governments.

Arnall said: "It is high time that our government interests itself in insisting that foreign governments cease their discriminatory and prejudicial tactics against the American motion picture."

He added he has invited Eric A. Johnston, president of the Motion Picture Association of America, to join him "in consideration of mobilizing interested segments of the industry for possible meetings with the President, Secretary of State and Secretary of Commerce."

Arnall repeatedly stressed the role labor groups could play in the proposed all-industry effort and suggested their national organizations might be prevailed upon to exercise their influence in the bid for government action, against "the foreign strangulation of American motion pictures."



To those who said **Yes**
to yesterday's question
...the answer is
-book
"THE GREAT RUPERT"
An Eagle Lion Films Release

THE LAUGH EXPERTS
TESTIFY: Burns and Allen
CBS stars

say
"Laughter is our business,
so take it from us ...
FRANCIS is a comedy
that's really funny."



"Francis"
Coming from UNIVERSAL-INTERNATIONAL

5 Complete, 5 Others Start

HOLLYWOOD, Feb. 2.—The production index remained even this week, with five pictures having been completed and five started.

Started were: "The Sun Sets at Dawn," Eagle Lion; "Right Cross" and "A Life of Her Own," Metro-Goldwyn-Mayer; "Jiggs and Maggie Out West," Monogram; "Salt Lake Raiders," Republic. Completed were: "David Harding, Counterspy," Columbia; "Border Renegades," Monogram; "Women from Headquarters," Republic; "Bright Leaf" and "Storm Warning," Warner.

Tax Campaign

(Continued from page 1)

was "magnificent," with over 600,000 petition cards already signed. "Theatre managers report patrons were obviously delighted at the opportunity to register their opposition to the admission tax," he declared.

Myers reported employees of each of 141 Fabian theatres plan to send at least 12 telegrams to Congressmen on the tax question, a total of 1,692 telegrams. Three organizations, the Motion Picture Theatre Owners of Maryland, Independent Theatre Owners Association of New York, and Motion Picture Theatre Owners of Washington, D. C., have ordered petitions for all of their members.

Circulating tax petitions provides a

"substantial extra dividend" to the exhibitor by bringing him and his customers together in a new and closer relationship, according to Myers. Myers advised exhibitors and managers, "based on our experience thus far," to remain in their lobbies while the petitions are being signed and make friends with their customers.

Hold Late Conference

Myers, Richey, Gael Sullivan, and A. Julian Brylawski conferred late today at Myers' office, presumably to discuss methods to be used in presenting the industry's case to the Ways and Means Committee, but no announcement was made.

1a.-Neb. Allied Alone Gets 10 Members Of Congress to Take Stand for Tax Cut

Anamosa, Ia., Feb. 2.—Acting promptly on the recent suggestion of Abram F. Myers, chairman of the taxation and legislative committee of the Council of Motion Picture Organizations, that friends of the industry in Congress be asked to make statements that they will insist upon admission tax relief despite President Truman's silence on the subject, Allied Theatre Owners of Iowa-Nebraska communicated immediately with every Congressional representative of both states.

To date, the organization has received replies from 10 of the 16 Congressmen. All 10 have issued statements unequivocally expressing their stand in favor of admission tax relief. Some predicted flatly a minimum reduction in the tax of one half, with passage over a Presidential veto, "if necessary."

Congressmen who issued statements are: Senators Bert Hickenlooper, Hugh Butler and Guy Gillette; Representatives Thomas E. Martin, Henry O. Talle, H. R. Gross, Karl LeCompte, Carl T. Curtis, Charles B. Hoeven and James I. Dolliver.

Not heard from to date: Senator Wherry, Representatives Cunningham, Jensen, Miller, O'Sullivan and Stefan.

Kill 2 Censor Bills in Mass.

BOSTON, Feb. 2.—House Bills Nos. 296 and 297, petitions of Representative Bernard Lally of Boston for establishing a youth censorship commission to review motion pictures and comic books, and for the appointment by the Governor of a board to supervise motion pictures have been killed for this year by both houses of the legislature upon the recommendation of the Committee on State Administration.

Hit by 20% Tax

(Continued from page 1)

whole should not be condemned for a few black sheep.

Wiley incorporated in his remarks the resolution passed by the Council of Motion Picture Organizations urging repeal of the admission tax and letters from exhibitors supporting his stand.

One exhibitor, in Milwaukee, wrote Wiley that in his 1,200-seat theatre, during the first six months of 1949 he operated at a net loss of \$4,095, while paying \$8,847 in admission taxes.

'Woman' Opening Set

Roberto Rossellini's "Woman" will have its American premiere at the Rialto Theatre here in February, Canton-Weiner, the distributors, have announced.

TOA, COMPO Meet

(Continued from page 1)

lows last month's meeting of officers and directors who failed to ratify TOA's participation in Compo, confirms that the Feb. 20 deadline set for Compo ratification by all participating organizations will not be met. It means also changes in plans for the general Compo meeting in March.

Annual Meeting Set

BOSTON, Feb. 2.—The annual meeting of the Independent Exhibitors, Inc., has been scheduled for Feb. 14.

Cash in on the Current Square Dance Craze with the First Big Western Musical!

"A HILL-BILLY DILLY" — Walter Winchell

"RIGHT DOWN THE ALLEY OF SQUARE DANCE FANS" — Weekly Variety

"GENUINE ENTERTAINMENT...A SLEEPER" — Harrison's Report

"TOPICAL AS TOMORROW'S NEWSPAPER AND JUST AS EASY TO SELL" — Boxoffice

"GIVES CASH CUSTOMERS A GREAT RUN FOR THEIR MONEY" — Daily Variety

"SMASH-BANG VARIETY SHOW" — Motion Picture Daily

"MASS AUDIENCE APPEAL" — Film Daily

"SHOULD PROVIDE EAGER AUDIENCE BOTH CITY AND HAMLET" — Motion Picture Herald

LET'S GO SEE—

"SQUARE DANCE JUBILEE"

Starring DON BARRY, MARY BETH HUGHES, SPADE COOLEY, and WALLY VERNON

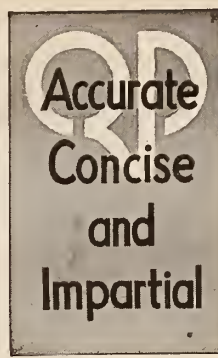
plus 20 Variety Specialties! 25 Song Hits!

28 EXCHANGES IN KEY CENTERS TO SERVE YOU LIPPERT PRODUCTIONS

HOME OFFICE: 255 Hyde St., San Francisco 2, Calif. • FOREIGN SALES DEPT: 723 7th Ave., N. Y. C. 19, N. Y. • CANADIAN DEPT. 700 Bay St., Toronto, Ont. Can.



MOTION PICTURE DAILY



VOL. 67. NO. 25

NEW YORK, U. S. A., MONDAY, FEBRUARY 6, 1950

TEN CENTS

Projectionist Talks Break Down in N. Y.

Local 306 Prepares For Mass Picketing

Threats of mass picketing of the major circuits' New York City theatres by projectionists came at the weekend from Local 306 with the disclosure that standard negotiations for new contracts have broken down.

Reporting that the break-down came when management negotiators insisted that virtually all projectionists must be reclassified downward in a new pact, Herman Gelber, Local 306 president, said "this attempt to cut wages" has put the local in a "life and death fight."

Gelber said that the Loew's, RKO and Warner negotiators have made what he described as "the phony claim" that the reclassifications are necessary in consequence of competi-

(Continued on page 6)

'Stromboli' to Open Nation-wide Feb. 15

Roberto Rossellini's "Stromboli," starring Ingrid Bergman, will have a simultaneous nation-wide world premiere Feb. 15, with some 300 theatres expected to participate, RKO Radio, which is distributing it, reported at the weekend.

Locally, the premiere will include the Criterion Theatre on Broadway,

(Continued on page 6)

'Stromboli' Banned By J. P. Finneran

Indianapolis, Feb. 5.—J. P. Finneran, author of Allied States' Finneran plan for disciplining stars who gain unfavorable publicity, states that his 12 Indiana theatres will not show RKO Radio's "Stromboli," starring Ingrid Bergman.

"It is time exhibitors refuse to play pictures whose stars bring discredit to themselves and the industry," Finneran said. "That will make immorality and misconduct unprofitable for Hollywood."

Berger Plans Trade Of Information In Industry Ranks

MINNEAPOLIS, Feb. 5.—Ben Berger, president of North Central Allied, will "initiate" at the Allied States board meeting in Washington on Thursday and Friday a plan for the exchange of information among the three basic branches of the industry. He said he was "amazed to learn that producers know absolutely nothing about what is going on in distribution and exhibition and are completely ignorant of the exhibitors' problems."

Berger will visit film company heads in New York early next week to discuss "distribution problems." He indicated that one of his subjects will be the dispute between Paramount and Theatre Associates, buying group here.

Groups to Oppose Anti-Drive-in Bill

ALBANY, N. Y., Feb. 5.—The regional Theatre Owners of America and the Metropolitan Motion Picture Theatres Association are expected to file a memorandum opposing the Lama Bill prohibiting the erection hereafter of drive-ins in cities of 250,000 or more population. Orrin Judd, MMPTA counsel is expected here this week. Harry Lamont, temporary president

(Continued on page 7)

Bromhead Quits as British E-L Chief

LONDON, Feb. 5.—Ralph S. Bromhead has resigned as director and general manager of Eagle-Lion, London, and various other J. Arthur Rank companies here and abroad, the Rank Organization announces. The parting with Rank was on an amicable basis, it was said.

600 ON COAST SEE ROSSEN AND WARREN GET TWO SWG AWARDS

Curtin, R. T. Yates, Riester Are Promoted

John P. Curtin has been named special sales representative of Republic Pictures by James R. Grainger, distribution vice-president, who Curtin has been serving as executive assistant. At the same time, Grainger named Richard T. Yates to succeed Curtin and named Edward Riester manager of the print department, a post held by Yates.

TREASURY FIRM AGAINST TAX CUT

Myers, Sullivan to Testify at Hearing

WASHINGTON, Feb. 5.—Allied States counsel Abram F. Myers and Theatre Owners of America Executive Director Gael Sullivan will represent the Council of Motion Picture Organizations in presenting the industry's case for tax repeal to the House Ways and Means Committee.

Myers said as far as he knew no other witnesses would appear for the industry. Ways and Means Committee has tentatively scheduled the excise phase of its hearings to start Feb. 14. It hopes to hold testimony to one week.

Edward Schnitzer Services Held Here

Services were held at Riverside Memorial Chapel here yesterday for Edward M. Schnitzer, 56, Eastern and Canadian sales manager for United Artists, who died of a heart attack in the emergency hospital of Grand Central Station on Thursday.

Accompanied by Vitalis L. Chalif, UA board member, he was about to leave for a vacation at the Lake Placid, N. Y., lodge owned by Fred Schwartz, vice-president of Century Theatres, when he was stricken.

A distribution veteran, Schnitzer entered the industry in 1922 in an association with Samuel Seidler. Subsequently he held various sales posts

(Continued on page 6)

Secretary Snyder Says Administration Wants To Keep Ticket Levy

WASHINGTON, Feb. 5.—Treasury Secretary John Snyder made it plain, as he opened tax hearings before the House Ways and Means Committee on Friday, that the Administration does not favor a cut in the 20 per cent admission tax at this session of Congress.

This does not mean Congress will not cut the admission tax. In fact, there was obviously considerable sentiment on both Republican and Democrat sides of the House Ways and Means Committee in favor of such a cut. Best guessing now is that if any tax bill is passed by this Congress, it will include reduction of the admission tax. The question then becomes whether the president will sign or veto such a bill, and if he vetoes it, whether Congress can override the veto.

Snyder's testimony emphasized the

(Continued on page 7)

Inertia A Danger to Tax Repeal: Sullivan

WASHINGTON, Feb. 5.—The greatest danger to the repeal of the Federal admission tax is exhibitor inertia, Gael Sullivan, executive director of the Theatre Owners of America, said in a statement made here over the weekend.

"The storm of resentment to excise taxes that is sweeping the country cannot be ignored by Congress," Sullivan said.

(Continued on page 7)

Censors Clear 'Life' And 'The Outlaw'

MEMPHIS, Feb. 5.—Howard Hughes-RKO Radio's "The Outlaw" and Realart's "Imitation of Life," both of which were once banned by censors here, have been approved for local showing, Lloyd T. Binford, chairman of the Memphis and Shelby County Board of Censors, disclosed at the weekend.

"Imitation of Life," a reissue star-

(Continued on page 6)

(Continued on page 7)

Personal Mention

NATE BLUMBERG, Universal president, left here on Friday by train for the Coast.

MARION F. JORDAN, Motion Picture Association of America international department representative in Germany, will return to Frankfurt by air today after two weeks in New York.

FREDERICK N. POLANGIN, Buchanan and Co. vice-president in charge of the agency's Los Angeles office, left the Coast over the weekend for a month's visit here.

RODNEY MAYNARD GURR has been appointed advertising-publicity director for M-G-M of Australia and New Zealand, succeeding the late **HAL A. CARLETON**.

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, is in Dallas from New York.

HUGH OWEN, Paramount Eastern and Southern sales manager, will return here today from a tour of Eastern branches.

D. A. DORAN, executive assistant to **HENRY GINSBERG**, Paramount production vice-president, left here for Hollywood over the weekend.

WILLIAM F. RODGERS, M-G-M sales vice-president, will return here today from a Miami vacation and plans to leave soon for the Coast.

LOUIS NIZER, industry attorney, departed by plane yesterday from New York for Israel on a special U. S. Government mission.

SAMUEL H. STIEFEL, producer, and **MRS. STIEFEL** are in New York from the Coast.

JOSEPH C. GOLTZ, Eagle-Lion's foreign sales manager, left New York at the weekend by plane for Havana.

WILLIAM THOMAS, producer, left here for the Coast over the weekend.

Coward at Opening

Noel Coward, who makes his first screen appearance since 1942 in "The Astonished Heart," J. Arthur Rank production to be distributed here by Universal-International, will come here from British West Indies to attend the film's premiere at the Park Avenue Theatre, Feb. 13. Proceeds of the opening will be donated to the Mary MacArthur Memorial Fund for Infantile Paralysis.

Film for 'Heart' Appeal

Gary Cooper and Patricia Neal, two of the four stars in Warner's "Bright Leaf," donated their services to the making of a short subject for the American Heart Association. Richard Warner director, made the production, timed for release this month in conjunction with the association's annual appeal.

Tradewise . . .

By SHERWIN KANE

A FINE example of what can be accomplished by exhibitors on behalf of the industry campaign against the Federal admission tax was reported in MOTION PICTURE DAILY's news columns on Friday.

Allied Theatre Owners of Iowa-Nebraska instructed its secretary to write to the 16 Congressional members from the two states immediately after receiving request to do so from Abram Myers, chairman of the taxation and legislative committee of the Council of Motion Picture Organizations.

Within a few days thereafter Iowa-Nebraska Allied had received letters from 10 of the 16 Congressmen expressing in no uncertain terms their opposition to continuance of the wartime admissions tax and their willingness to vote for its reduction or repeal.

Moreover, failure of the organization to hear from the other six Congressmen in no way signifies a lack of interest in repeal of the admission tax on their part. There is every reason to believe that all will be heard from in due time and that most, if not all of them, will be found to be on the industry's side in the tax fight.

It was made exceedingly clear at the opening of the tax legislation hearings before the House Ways and Means Committee on Friday, that the type of action taken by Iowa-Nebraska Allied may be decisive in the outcome of the campaign against the admissions tax. The Administration, through Treasury Secretary Snyder, on Friday dispelled any doubts, if any remained, that it has no intention of changing the wartime admissions tax now. That means that sufficient support to override a Presidential veto of legislation providing relief from the tax must be enlisted in Congress.

Write to your Senators and Representatives now. Ask them to declare themselves on the admission tax issue.

Provide facilities in your lobbies for your patrons to sign petitions to your Congressmen. See to it yourself that the facilities are adequate and conveniently arranged.

Above all, make use of your

COMPO campaign kit. Follow its instructions to the letter.

This is your fight. It is a fight for your business.

Less than two weeks remain until the opening of Brotherhood Week. By now, arrangements for participation should be complete. If you still have preparations to make, get them done now and be in a position to concentrate on one of the most important phases of the observance—the signing up of new members, at \$1 each, for the National Conference of Christians and Jews.

The minimum requirements set by the industry's Brotherhood Week committee are modest, in the extreme. You are asked to obtain 10 new members, barely more than one per day during the period from Feb. 19 to 26.

The minimum has been set at that figure to make it possible for the smallest theatre in the most out-of-the-way location to attain it. The larger theatres should set their sights proportionately higher. Past industry experience in Brotherhood Week efforts has demonstrated that results which can be accomplished in the membership-fund-raising area are limited only by the amount of effort expended.

A very little extra work on the part of all participating theatres, especially the larger ones, will produce results of which the industry can be proud. Don't stop after the posters are up and the trailer being shown. Go after those new members.

Indications in Washington are that a bundle of consent decrees of prime interest to the industry will be turned out this month by the Department of Justice, if current negotiations continue to proceed as smoothly as they have been doing.

Agreements are imminent on the Warner Bros. decree; Technicolor decree and the ASCAP decree. The latter may provide for clearance of performance rights with producers simultaneously with the clearance of synchronization rights by ASCAP. That will leave it up to producers-distributors to get the performance fees back from exhibitors.

Newsreel Parade

CONGRESSMAN CECIL KING urging the repeal of the 20 per cent admission tax marks a current newsreel highlight. Other items include the freeing of the USS Missouri from the mud, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 41—USS Missouri freed from mud. Gen. MacArthur on his 70th birthday. March of Dimes fashion show. Ski jumping. Sand sailing. Bob sledding. Beach frolic in Australia. Rep. Cecil King asks repeal of 20 per cent admission tax.

NEWS OF THE DAY, No. 245—President Truman backed by committee on H-bomb. "Mighty Mo" free at last. Fashions on parade. Admission tax repeal urged by Rep. Cecil King. Ski jumping. Gen. MacArthur hailed on his 70th birthday.

PARAMOUNT NEWS, No. 48—"Mighty Mo" freed. Rep. Cecil King urges admission tax repeal. Paris fashions. Japanese children serenade Gen. MacArthur on his 70th birthday. World weighs impact of U. S. decision on the H-bomb. Admission tax repeal urged.

TELENEWS DIGEST, No. 5-B—"Big Mo" freed. H-bomb approved. Reds walk out of Allied Control Council for Japan meet. Korean workers protest blocked aid bill. Torrential rains flood streets of Tel Aviv. Hurricane winds strike Trieste. Florida: dig for buried treasures.

UNIVERSAL NEWS, No. 323—"Big Mo" afloat after 15 days in the mud. March of Dimes fashion show at Waldorf-Astoria in New York. News in brief: Jap prisoners. Gen. MacArthur celebrates 70th birthday. Billiards. Skiing in Bear Mountain.

WARNER PATHE NEWS, No. 50—"Flying Arrow" arrives in Japan. Prisoners return from Russia to Japan. Gen. MacArthur at 70. "Mighty Mo" freed from mud. Washington news: Sen. McMahon on H-bomb. John L. Lewis meets coal owners. Rep. King urges admission tax repeal. Skiing. Golf.

Mono-AA Western Meet Held at K. C.

KANSAS CITY, Feb. 5.—Monogram-Allied Artists branch managers from the area West of Chicago attended a two-day sales meeting here at the Hotel Muehlbach yesterday and today. Morey Goldstein, national sales manager, presided, with Steve Broidy, president, and Harold Wirthwein, Western sales chief here from the Coast.

Terrell Takes Over Exploitation Post

Dan S. Terrell, formerly assistant to Ernest Emerling, advertising-publicity head for Loew's circuit, today will take over operation of M-G-M's exploitation department succeeding William R. Ferguson, who has retired after 30 years, most of which were spent as head of the department.

Townsend Starts Tour

PITTSBURGH, Feb. 5.—Colleen Townsend, 20th Century-Fox actress who recently announced her intention to renounce films to enter a theological seminary, is here to begin a tour of Pennsylvania in connection with openings of her latest picture, "When Willie Comes Marching Home." Miss Townsend today preached from a pulpit in Punxsutawney, Pa., a town which figures in the film's story, with press services and representatives from national magazines on hand to report the event.

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\$160,000

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Hippodrome, Gloversville, N.Y. • Olympic, Watertown, N.Y. • Rialto, Glens Falls, N.Y. • Rialto, Little Falls, N.Y. • State, Tupper Lake, N.Y. • Strand, Ogdensburg, N.Y. • Pontiac, Saranac Lake, N.Y. General Starke, Bennington, Vt. • Rialto, Potsdam, N.Y. • Lyric, Rouse's Point, N.Y. • American, Canton, N.Y. • Rialto, Amsterdam, N.Y. • Strand, Carthage, N.Y. • State, Hamilton, N.Y. • Malone, Malone, N.Y. • Massena, Massena, N.Y. • Oneonta, Oneonta, N.Y. State, Schenectady, N.Y. • Hollywood, AuSable Forks, N.Y. • Groyln, Gouverneur, N.Y. • Franjo, Boonville, N.Y. • Catskill, Catskill, N.Y. Playhouse, Manchester, Vt. • Fairyland, Warrensburg, N.Y. • Olympic, Utica, N.Y. • Northwood, North Creek, N.Y. • Fair Haven, Fair Haven, Vt. • Strand, Albany, N.Y. • Lincoln, Troy, N.Y. • Palace, Lake Placid, N.Y. • Capitol, Ilion, N.Y. • Liberty, Herkimer, N.Y. Esquire, Boston, Mass. • Mayflower, Boston, Mass. • Pilgrim, Boston, Mass. • Auburn, Auburn, Me. • Colonial, Augusta, Me. • Bijou, Bangor, Me. • Strong, Burlington, Vt. • Concord, Concord, N.H. Empire, Foll River, Mass. • Saxon, Fitchburg, Mass. • Colonial, Haverhill, Mass. • Palace, Lawrence, Mass. • Modern, Lawrence, Mass. Merrimac, Lowell, Mass. • Strand, Manchester, N.H. • Daniel Webster, Nashua, N.H. • Olympia, New Bedford, Mass. • Strand, Newport, R.I. Leroy, Pawtucket, R.I. • Union Square, Pittsfield, Mass. • Strand, Portland, Me. • Colonial, Portsmouth, N.H. • Metropolitan, Providence, R.I. • Capitol, Springfield, Mass. • Art, Springfield, Mass. • Warner, Worcester, Mass. • Paramount, Barre, Vt. • Opera House, Bath Me. Central, Biddeford, Me. • Paramount, Fort Fairfield, Me. • North Shore, Gloucester, Mass. • Houlton, Houlton, Mass. • Paramount, North

Adams, Mass. • Old Colony, Plymouth, Mass. • Plymouth, Plymouth, N.H. • Scenic, Rochester, N.H. • Paramount, Brattleboro, Vt. Bristol, Bristol, Vt. • Chatham, Chatham, Mass. • Elizabeth, Falmouth, Mass. • Mahawie, Great Barrington, Mass. • Garden, Greenfield, Mass. Modern, Harwichport, Mass. • Plymouth, Plymouth, Mass. • Center, Hyannis, Mass. • Rialto, Lancaster, N.H. • Park, Taunton, Mass. Vergennes, Vergennes, Vt. • Lyric, White River Junction, Vt. • Strand, Oreno, Me. • Strand, Rockland, Me. • Paramount, Rutland, Vt. • Star, Westbrook, Me. • Liberty, Ashland, N.H. • Opera House, Bellows Falls, Vt. • State, Milford, Mass. • Strand, Newburyport, Mass. • Canton, Newport, N.H. • Empire, St. Albans, Vt. • Community, Fort Kent, Me. • Park, Richmond, Vt. • Plaza, Lyndenville, Vt. • Tegu, Morrisville, Vt. • Palace, St. Johnsbury, Vt. • Rialto, Waterbury, Vt. Orpheum, Woodsville, N.H. • Fine Arts, Maynard, Mass. • Province, Provincetown, Mass. • Powers, Caribou, Me. • Ustah, Dover, N.H. Playhouse, Enosburg Falls, Vt. • Strand, Rummford, Me. • Strand, Berlin, N.H. • Cumberland, Brunswick, Me. • Opera House, Gardiner, Me. • Rialto, Hallowell, Me. • Dreamland, Livermore Falls, Me. Wilton, Wilton, Me. • Rex, Norway, Me. • Strand, South Paris, Me. Strand, Montpelier, Vt. • Wilbur, Eastport, Me. • Jax, Colebrook, N.H. • Town Hall, Littleton, N.H. • Casino, Narragansett, R.I. Buzzards, Buzzards Bay, Mass. • Lubec, Lubec, Me. • Opera House, Stonington, Me. • Strand, Westbrook, Me. • Lincoln, Lincoln, Me. Lincoln, Damariscota, Me. • State, Presque Isle, Me. • Amusu, Groveton, N.H. • Criterion, Bar Harbor, Me. • State, Waterville, Me. • Playhouse, Scituate, Mass. • Strand, Skowhegan, Me. • State, Madison,

Me. • State, Calais, Me. • Capitol, Hillsboro, N.H. • State, Farmington, Me. • Savoy, Northfield, Vt. • Latchis, Claremont, N.H. • Latch Keene, N.H. • Playhouse, Randolph, Vt. • East Greenwich, F Greenwch, R.I. • Windsor, Windsor, Vt. • Ideal, Springfield, 20th Century, Buffalo, N.Y. • Jefferson, Auburn, N.Y. • Fame Batavia, N.Y. • Lafayette, Batavia, N.Y. • Capitol, Binghamton, N State, Cortland, N.Y. • Regent, Dunkirk, N.Y. • Regent, Elmira, N Geneva, Geneva, N.Y. • Temple, Geneva, N.Y. • Strand, Ithaca, Y. • Wintergarden, Jamestown, N.Y. • Cataract, Niagara Falls, N Havens, Olean, N.Y. • Oswego, Oswego, N.Y. • Paramount, Syracuse N.Y. • Playhouse, Canadagigua, N.Y. • Babcock, Bath, N.Y. Andit igan, Terry, N.Y. • Elmwood, Peru, N.Y. • Fort, Canning, N Capital, Newark, N.Y. • Strand, Seneca Falls, N.Y. • Strand, W field, N.Y. • Seneca, Salamanca, N.Y. • Rialto, Albion, N.Y. • Maj tie, Hornell, N.Y. • Rialto, Lockport, N.Y. • Albee, Cincinnati, Keith, Dayton, O. • Palace, Columbus, O. • Palace, Hamilton, Va. • Palace, Lancaster, O. • Lyric, Williamsport, W.Va. • Stars Athens, O. • State, Springfield, O. • Wayne, Greenville, O. • Gra Newark, O. • Miami Western, Oxford, O. • State, Washington Co House, O. • Lyric, Greenfield, O. • State, Mt. Sterling, O. • Mou Peebles, O. • Palace, Glouster, O. • Rols, Cythiana, Ky. • Le Lewisburg, W.Va. • Monroe, Union, W.Va. • Gilbert, Gilbert, W Town Hall, Lebanon, O. • State, Lexington, Ky. • Piqua, Piqua, Paris, Ky. • Manning, Middlesboro, Ky. • Madison, Richmo Ky. • Versailles, Versailles, O. • Lane, Williamsburg, Ky. • Columb Portsmouth, O. • Eaton, Eaton, O. • Capitol, Frankfort, Ky. • Log

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Logan, O. • Murphy, Wilmington, O. • Xenia, Xenia, O. • Hut, Eleanor, W.Va. • Ohio, Spencerville, O. • Weller, Zanesville, O. • Ohio, Marietta, O. • Paramount, Hamilton, O. • Davy, Davy, W.Va. • Elbert, Elbert, W.Va. • Pocahontas, Welch, W.Va. • Royal, Paintsville, Ky. • Paramount, Middletown, O. • Majestic, Nelsonville, O. • Falmouth, Falmouth, Ky. • Graves, Summersville, W.Va. • Liberty, Middleport, O. • Russell, Maysville, Ky. • Capital, Charleston, W.Va. • Postime, Vicco, Ky. • Reda, London, Ky. • Trimble, Mt. Sterling, Ky. • Royal, Ft. Recovery, O. • State, Cambridge, O. • Elder, Jackson Center, O. • New Star, Richwood, W. Va. • Leeds, Winchester, Ky. • Delyn, New Streetsville, O. • Stephan, Hitchens, Ky. • Kentucky, Danville, Ky. • Reda, East Lexington, Ky. • Palace, Aurora, Ind. • Liberty, Lawrenceburg, Ind. • Prince, Mt. Hope, W.Va. • Midway, Bethel, O. • Bell, Pikeville, Ky. • Ripley, Ripley, O. • Marvel, Mt. Drab, O. • Alton, Ashland, Ky. • Marlowe, Cranford, O. • Shelby, Shelbyville, Ky. • Fair, Morehead, Ky. • Laurie, Wellston, O. • Grant, Georgetown, O. • Florida, Urbana, O. • Marie, Grand, Hazen, Ky. • St. Mary's, St. Mary's, O. • Glenn, Georgetown, Ky. • Ohio, Sidney, O. • Sherman, Chillicothe, O. • Mayflower, Troy, O. • Happy Hour, Williamsburg, O. • Crescent, Minster, O. • New Bremen, New Bremen, O. • Clinton, Blanchester, O. • Capital, Logan, W.Va. • Ray, New Concord, O. • Whitley, Whitley City, Ky. • Majestic, Owingsville, Ky. • Virginia, Hazard, Ky. • Bendvue, Pomeroy, O. • Bentley, Neon, Ky. • Kentucky, Garrett, Ky. • Vinton, McArthur, O. • Ideal, Springfield, Vt. • Marilyn, Van Buren, Mo. • Academy, Lynchburg, Va. • Hippodrome, Baltimore, Md. • Palace, Newport News, Va. • Wythe, Newport News, Va. • Stuart, Newport News, Va. • Colony, Hillsboro, O. • Markay, Jackson, O.

State, London, O. • Harrod, Harrodsburg, Ky. • Grand, Circleville, O. • Celina, Celina, O. • Avan, New Vienna, O. • Frances, Mechanicsburg, O. • Grant, Williamstown, Ky. • Fairborn, Fairborn, O. • Matewan, Matewan, W.Va. • Richland, Carrollton, Ky. • Strand, Lexington, Ky. • Allen, Cleveland, O. • Palace, Akron, O. • Palace, Ashtabula, O. • Holland, Bellfontaine, O. • Ohio, Canton, O. • Civic, Fostoria, O. • State, Lima, O. • Madison, Mansfield, O. • Grand, Massillon, O. • Paramount, Steubenville, O. • Rich, Tiffin, O. • Rivoli, Toledo, O. • Wooster, Wooster, O. • Palace, Youngstown, O. • Columbia, East Liverpool, O. • Shey, Geneva, O. • State, Conneaut, O. • Star, Coshocton, O. • Morrison, Alliance, O. • Paramount, Fremant, O. • Claret, Bowling Green, O. • Robins, Warren, O. • Memorial, Mt. Vernon, O. • Royal, Findlay, O. • Palace, Marion, O. • Niles, Robins, O. • Hippodrome, Crestline, O. • Carmo, Bluffton, O. • City, Bergsitz, O. • Bexley, Dover, O. • Strand, Delaware, O. • Strand, Delaware, O. • Newark, Newark, O. • Rex, Ottawa, O. • Ryan, Bayan, O. • Castamba, Shelby, O. • Clinton, Port Clinton, O. • Ashland, Ashland, O. • State, Napoleon, O. • Kent, Kent, O. • Ravenna, Ravenna, O. • E. Palestine, E. Palestine, O. • Ohio, Van Wert, O. • Community, Cadiz, O. • Indiana, Indianapolis, Ind. • Mary Anderson, Louisville, Ky. • Orpheum, Terre Haute, Ind. • Indiana, Kokama, Id. • Clinton, Frankfort, Ind. • New Moan, Vincennes, Ind. • State, Loganport, Ind. • Wallace, Peru, Ind. • Paramount, Anderson, Ind. • Grand, Evansville, Ind. • Ritz, Crawfordsville, Ind. • Grand, Union City, Ind. • Star, Geneva, Ind. • Tivoli, Jasper, Ind. • Hines, Portland, Ind. • Cozy, Argos, Ind. • Hartford, Hartford City, Ind. • Swiss, Tell City, Ind. • Strand, Muncie, Ind. • Roosevelt, Chicago, Ill. • State, Rockford, Ill.

Palace, Milwaukee, Wisc. • Tivoli, Michigan City, Ind. • Roxy, La Porte, Ind. • Orpheum, Ottawa, Ill. • Wanee, Kewanee, Ill. • Fox, Aurora, Ill. • Palace, Danville, Ill. • Grove, Elgin, Ill. • Patio, Freeport, Ill. • Orpheum, Joliet, Ill. • Palace, Peoria, Ill. • Granada, So. Bend, Ind. • Palm State, Detroit, Mich. • Maryland, Cumberland, Md. • College, New Haven, Conn. • Majestic, Bridgeport, Conn. • E. M. Loew, Hartford, Conn. • Capitol, Meriden, Conn. • Poli, Norwich, Conn. • Empress, S. Norwalk, Conn. • Plaza, Stamford, Conn. • Madison, Madison, Conn. • Saybrook, Saybrook, Conn. • Barry, Pittsburgh, Pa. • Ritz, Clarkburg, Pa. • Columbia, Erie, Pa. • Lee, Fairmont, W. Va. • Manor, Greensburg, Pa. • Cambria, Johnstown, Pa. • Park, Meadville, Pa. • Metropolitan, Morgantown, W.Va. • Latonia, Oil City, Pa. • St. Mary's, St. Mary's, Pa. • New Luna, Sharon, Pa. • State, State College, Pa. • Columbia, Warren, Pa. • State, Washington, Pa. • Victoria, Wheeling, W.Va. • Garay, Clarion, Pa. • Columbia, Brookville, Pa. • Jefferson, Penntown, Pa. • Strand, Ridgewood, Pa. • Penn, Titusville, Pa. • Grand, Huntington, Pa. • Grand, Mt. Pleasant, Pa. • Roxy, Webster Springs, Va. • Majestic, Phillipsburg, Pa. • Smiths, Barnesboro, Pa. • State, Myersdale, Pa. • Kanawha, Buckhannon, W.Va. • Granada, Beaver Falls, Pa. • Oriental, Rochester, Pa. • Kayton, Franklin, Pa. • Camden, Weston, W.Va. • Avenue, DuBois, Pa. • Lyceum, Kittanning, Pa. • Penn, Butler, Pa. • Emporium, Emporium, Pa. • Coudersport, Coudersport, Pa. • Temple, Kane, Pa. • Governor, Somerset, Pa. • Jordan, Greenville, Pa. • Lyric, Clearfield, Pa. • State, Bellefonte, Pa. • Rialto, Renova, Pa. • Palace, Mount Jewett, Pa. • Penn, Sheffield, Pa. • Eldred, Eldred, Pa.

**BUTTERFIELD THEATRES OF MICH. • CO-OP. THEATRES OF PITTSBURGH • FOX THEATRES OF WISC. • STANDARD THEATRES OF WISC. • DELFT THEATRE CIRCUIT
S. N. CIRCUIT WISCONSIN • JAY FINANCIAL THEATRE • FABIAN • T. & W. THEATRE, IND. • ALLIANCE CIRCUIT, IND. • COMBOPOL CIRCUIT, N.Y. • DIPLOM CIRCUIT**

Desmond Again Seeks Theatre Parking Lots

Albany, N. Y., Feb. 5.—A bill requiring public parking lots in cities in this state for new theatres, auditoriums and other places of public assembly, except churches, has been reintroduced here by Senator Thomas C. Desmond. The measure would require 200 square feet for each 10 persons. It has twice passed the State Senate, but died in the Assembly.

Some theatre interests were not favorable to the proposal when it was first introduced as one of a series sponsored by Desmond to overcome city parking problems.

U-I's \$5,000 Bid Wins Film

HOLLYWOOD, Feb. 5.—Universal-International has acquired full possession of the film, "Casbah," for \$5,000, its first bid in the public sale conducted by Assistant U. S. Marshal William S. Sweeney on the steps of the Hall of Justice.

The picture, produced by Marston Pictures and distributed by U-I, was the subject of litigation instigated by the former and countered by the latter, which obtained a judgment of \$329,486 on the foreclosure of a chattel mortgage.

The property was offered to the highest bidder subject to a \$195,000 lien held by the Bank of America and to stipulation that U-I retain distribution.

Heart Fund Show Held

Screening of United Artists' "Cham-pagne for Caesar" and a special stage show with Jack Benny, Celeste Holm and Lena Horne among others participating, took place last night at the Mark Hellinger Theatre here in behalf of the Heart Fund. Tickets were \$25 each.



A phone call to
Doc Heineman...will
bring a can of
Durante Laughter
that will have your
customers in stitches!

"THE GREAT RUPERT"

An Eagle Lion Films Release

Reviews

"Outside the Wall"

(Universal International)

FAIRLY interesting though developed along conventional melodramatic lines, "Outside the Wall" comes off as something of an exploitation special for the reason that its highpoint is a \$1,000,000 robbery possibly somewhat like the big "lift" perpetrated on Brink's in Boston. Showmen can do a job on it.

Richard Basehart is top man in the piece and has some very attractive feminine companions in the persons of Marilyn Maxwell, Signe Hasso and Dorothy Hart. Crane Wilbur directed and did the screenplay, from a story by Henry Edward Halseth.

The unpretentious production opens as Basehart is released from prison where he resided 15 years in retribution for a crime committed when he was a youngster. He chooses a job in a sanitarium, away from the rush of the "outside world." A former prison mate shows up with the loot from an armored car hoist and thereupon the yarn starts rolling. Basehart finds that some money would help his developing romance with Miss Maxwell, a nurse, and he becomes involved in the robbery. Eventually, he vindicates himself, however, and helps in the round-up of an assortment of heavies. Other performers in the Aaron Rosenberg production are Joseph Pevney, John Hoyt, Henry Morgan, Lloyd Gough and Mickey Knox.

Running time, 80 minutes. General audience classification. Release date, March. GENE ARNEEL

"Storm Over Wyoming"

(RKO Radio)

WESTERN FANS will find plenty of excitement in this latest Tim Holt picture, produced by Herman Scholm and directed by Lesley Selander from Ed Earl Repp's screenplay.

Holt goes through the whole range of cowboy activities with ease and agility. There is a great deal of hard riding and chasing; men are shot at in profusion, Holt and his pal Richard Martin get in and out of a lot of trouble and there is the inevitable relieving comedy touch. The story is a standard one. Holt and Martin arrive as a range war develops between sheep men and cattle men. This time it is the sheep men who claim their stock is being rustled. There develops an understandably complex situation.

Holt is good as the youngish cowboy with a daring glint in his eye. Even his heroic antics and incredible marksmanship seem quite believable. Martin, who plays his Latin-American side-kick, gets some laughs with Betty Underwood who plays the part of a song-and-dance girl anxious to get married. Noreen Nash has the other female lead and Bill Kennedy makes a good heavy.

Running time, 60 minutes. General audience classification. For February release.

UA 'Collarites' Bid Schnitzer Services For 10% Pay Raise

IATSE Motion Picture Home Office Employees Local No. H-63 has opened negotiations with United Artists for a 10 per cent wage increase for "white collar" workers.

In addition, the union is seeking three-week vacations for employees who have been with the company five years. H-63 executive vice-president Russell Moss said at the weekend that the local is determined to have the vacation benefit included in a new contract since UA granted it to the Eastern Screen Publicists Guild recently.

Projectionist

(Continued from page 1)

tive bidding and theatre divorcement. Although the negotiations, which were held regularly between Sept. 1 and last week, were stalled more or less over the issue of management contributions to the local's pension fund, that issue has been dwarfed along side the one over reclassifications, Gelber indicated. The local also made a bid for shorter working hours that remains unsettled.

The local's membership of several hundred is ready to form picket lines at once, according to its president. Gelbert said it would be necessary for him to confer with "IA" international president Richard F. Walsh before a strike could be officially authorized. Walsh is in Florida at present.

Schnitzer Services

(Continued from page 1)

with Commonwealth Pictures, Producers Distributing Corp., Fox, World Wide, Columbia and Republic. He joined Warners as Eastern district manager in 1938 and went to UA in 1942 in a similar post. He later became Western division sales head and in 1946 was appointed to the position he occupied at the time of his death.

Survivors include the widow, Mrs. Rose Schnitzer; a son, Gerald, who is a Hollywood writer; a daughter, Mrs. Lawrence Parsly; a brother and four sisters.

Interment was at Beth David Cemetery.

Censors Clear Two

(Continued from page 1)

ring Claudette Colbert, Rochelle Hudson and the two Negro actresses, Louise Beavers and Freddie Washington, was screened again for the censor.

The film first showed in 1933 at the Strand, and when the question of its reissue was brought up about three weeks ago, Binford first indicated he would ban it on the basis of undesirable handling of racial relations. Later, however, he told the local distributors, Screen Guild Productions, that he would see the picture again before making a decision.

Western Names Simmons

CHARLOTTE, Feb. 5.—William B. Simmons has been named special sales representative for Western Adventure Productions here.

London Smoke Bomb Grets U-I's 'Sword'

London, Feb. 5. — Smoke bombs and fireworks greeted a test screening of Universal-International's "Sword in the Desert," film based on the Israeli struggle for independence, on Friday at J. Arthur Rank's New Gallery cinema here. Police made several arrests.

In consequence of the demonstration, the picture probably will be withdrawn from the market for a further indefinite period.

UK Newsreels Carry Politics

LONDON, Feb. 5.—With the election campaigns getting into high gear here following the dissolution of Parliament on Friday, the Newsreel Association has arranged to give representation in three successive issues of all five newsreels to the leaders of all three main political parties. Election Day is Feb. 23.

Meanwhile, exhibitors are undecided what they will do with the political matter in their newsreels. W. R. Fuller of the Cinematograph Exhibitors Association observes that any exhibitor who shows all three issues inevitably will offend a majority of his audience. The CEA's executive group will discuss the matter at a meeting Wednesday. Most likely outcome is that exhibitors will be advised to cut the political pleas from the reels.

'Stromboli'

(Continued from page 1)

and the following which booked it day-and-date for seven days: RKO Metropolitan Circuit and theatres of the Century, Skouras, Brandt, Rand-force, Warner, Fabian and other circuits covering Manhattan, Bronx, Brooklyn, Queens, Staten Island, Westchester County and New Jersey. The Criterion booking is for an indeterminate time.

The national premiere, described by RKO Radio as one of the largest ever held, will include practically all of the houses of the RKO Theatre Circuit in principal cities as well as leading independent and theatres of other circuits. Premiere is being preceded by an extensive advertising campaign.

Judge Takes Lease Row

CHICAGO, Feb. 5.—The Oriental Theatre lease dispute has been taken under advisement by Circuit Judge Cornelius Harrington after two days of hearings. Judge Harrington denied defendants Essaness's motion to reopen the proof submitted in the report of Master-in-Chancery Thomas J. Sheehan, who recommended that the plaintiff, the Oriental Entertainment Corporation, be granted a temporary injunction restraining Essaness from continuing as operator of the theatre.

Sid Field, 45, Actor

LONDON, Feb. 5.—Sid Field, 45, screen and stage comedian, died at his home here on Friday. He was starred in the films "London Town" and "Cardboard Cavalier."

20% Tax Message in Current Newsreels

Current newsreels are carrying an appeal for the repeal of the 20 per cent admission tax by Congressman Cecil R. King. In addition a special trailer at the end of the reels explains: "You can help reduce the price of your movie ticket by helping us secure a repeal of the 20 per cent Federal tax which you now pay. Sign up in the lobby."

Film Critics Present 'Year's Best' Awards

Olivia de Havilland received the New York Film Critics' "best actress" award for her performance in Paramount's "The Heiress," and Broderick Crawford the "best actor" award for his performance in Columbia's "All the King's Men" at ceremonies at the Rainbow Room here yesterday. Wanda Hale and Howard Barnes, Critics' chairman and vice-chairman, respectively, made the presentations.

Crawford also accepted the "best picture" award in behalf of Robert Rossen who produced, directed and did the screenplay for "All the King's Men." Sir Cedric Hardwicke accepted the "best director" award in behalf of Carol Reed who directed "The Fallen Idol." Italian Consul General Dr. Aldo Mazio received the award for the best foreign film, "The Bicycle Thief," directed by Vittorio de Sica.

Annual SWG Awards

(Continued from page 1)

American scene. The awards were voted by the SWG's 1,200 members.

Joseph L. Mankiewicz, Vera Caspary and novelist John Klempner won the "Best-written American comedy" award for "Letter to Three Wives." Adolph Green and Betty Comden took "Best American musical" honors with "On the Town." Lamar Trotti and William R. Burnett were voted the "Best American Western" prize for "Yellow Sky."

George Jessel was master-of-ceremonies.

Gelbspan Is Promoted

HOLLYWOOD, Feb. 5.—Herbert R. Gelbspan, associated with the Roach studios for 11 years, has been named Eastern representative by Hal Roach and will have headquarters in New York. He will succeed Grace Rosenfield, who has resigned.

Review

"Red Meadows"

(Hyperion Films)

A POWERFUL STORY of the Danish resistance movement has been endowed with able direction and fine character studies, making it an attractive importation. The cast of this Danish-made picture is little known on these shores but it performs artfully. In it are Poul Reichhardt, Lisbeth Movin, Lisbeth Lauritzen and Preben Neergaard.

The familiar plot of the exploits of an underground group is secondary to the individual portrayals of courage and belief in freedom, seen through the eyes of Michael, the hero, as he awaits sentence at the hands of the Nazis. Flashback sequences unfold the action that leads two of the group into German hands as Michael delivers ammunition to an Allied aircraft in Jutland, escapes from the German blockade, and finds his way to his sweetheart, Ruth and underground leader, Toto.

The climax comes when Michael sets off a detonator that explodes an important German factory, after being wounded by the Nazis. Michael and Dreyer, a fellow underground prisoner, are tortured but refuse to talk for the Gestapo. Michael discovers that they were betrayed by one of their members, gets a message to Toto, and the culprit is killed in retribution. Michael escapes death through the kindness of a prison guard and proceeds to Sweden to safety. This is a Northern International Films presentation from the Ole Juul's story of the same title. Miss Bodil Ipsen directed.

Running time, 87 minutes. General audience classification. A January release.

Treasury Firm on Tax Cut

(Continued from page 1)

Treasury's need for revenue, and said the Administration felt excise cuts this year should be limited to about \$695,000,000. He listed seven excises which the Administration favored for repeal or reduction, and the admission tax was not included.

Snyder did not mention the admission tax in his prepared testimony. But Rep. Young (D., O.) asked whether he did not feel the Committee should "carefully and probably favorably" consider reducing the box-office levy. "It's hardly a luxury," Young observed.

"That's true of practically all excises," Snyder replied. "We chose those which on the basis of our studies were in need of most urgent relief. We would like to go on to help the others as rapidly as possible."

"If the Committee should decide the Treasury can afford a greater loss, should not admissions be almost the next tax reduced," Young persisted.

"I will have to look at our priority list," Snyder said. Admission ranks ninth on the treasury list—after the seven recommended for cutting and the tax on electrical energy. Snyder said the admission tax is the Government's fifth most lucrative excise. It ranks behind only the taxes on distilled spirits, cigarettes, fermented malt, liquor and gasoline.

A similar exchange took place between Snyder and Rep. King (D., Cal.), with King finally warning Snyder

not to be too alarmed if Congress went beyond the Administration's recommendations and cut the admission tax and other excises as well as those recommended by the Treasury.

Like the President in his tax message, Snyder strongly attacked the capital gains tax provision under which film producers and stars have set up "single feature" corporations to get the lower capital gains rate rather than the higher income tax rate. Snyder urged that long-term capital gains treatment be denied any shareholder who sells or liquidates his securities in any corporation utilized for tax avoidance purposes.

Film companies would benefit from two tax changes recommended by the Treasury: one extending from five to seven years the period in which business losses can be offset against profits in subsequent years; the other easing tax treatment of income earned abroad by permitting companies to postpone taxes on income of branches until actually remitted to the U.S., and other changes.

Corporations in the \$25,000 to \$118,750 net income groups would pay lower taxes under a new corporate income tax schedule proposed by Snyder, while those netting over \$118,750 would pay more. Under \$25,000, the tax would remain the same as at present.

Anti-Drive-in Bill

(Continued from page 1)

of the Albany TOA, is in Florida, but attorney Louis Somberg, associated with him in several drive-ins, plans a long distance phone talk with him.

Somberg said drive-in operators should vigorously oppose the bill and use their persuasion to defeat it. He said Lama's statements that drive-ins create traffic hazards and contribute to juvenile delinquency should not pass unnoticed. He emphasized most drive-in owners "clear their sites" with the State Traffic Commission.

Schlaifer to Testify

WASHINGTON, Feb. 5.—Charles Schlaifer, president of Charles Schlaifer and Co., New York advertising and public relations agency, will appear here tomorrow before the House of Representatives Appropriations Committee as representative of the National Committee for Mental Hygiene, which is urging an increase from \$10,000,000 to \$26,000,000 in the next fiscal budget of the U. S. Public Health Service.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Pearlman First with Tax Protests to DC

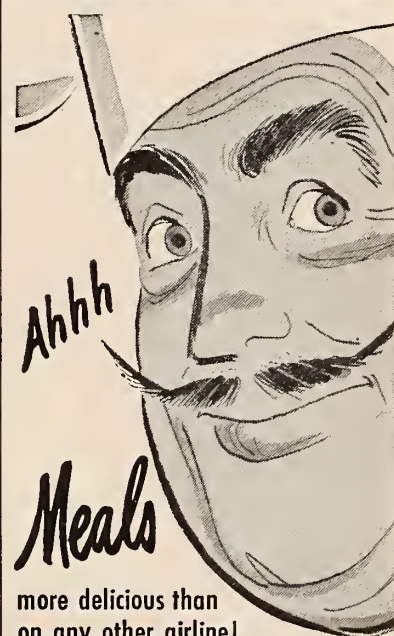
Sam Pearlman, manager of Loew's State, New York first run, has mailed 900 tax protest cards to Congressman Walter A. Lynch of the House Ways and Means Committee. These were believed to be the first of thousands of similar packages of protests expected to pour into Washington during the next few weeks.

Inertia A Danger

(Continued from page 1)

Sullivan said. "We have the ball rolling. All exhibitors must share in keeping up the momentum."

In Washington for a meeting of the tax committee of the Council of Motion Picture Organizations, Sullivan also received the assurance of CIO president Phillip Murray that the CIO would reaffirm its position to the President and Congress for relief from the admission tax.



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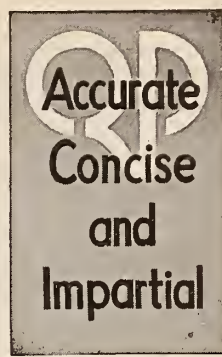
ENLIST TODAY in the United Film Industry campaign to eliminate the nuisance Movie Tax!

The job can only be done if *everybody* does *his* job in his own locality. Only *you* can organize the fight in your community. Join and support the nation-wide efforts of COMPO. **IT'S YOUR INDUSTRY! IT'S YOUR FUTURE!** Repeal the Federal Movie Tax in this session of Congress!

Contributed as an industry service by **20** Century-Fox



MOTION PICTURE DAILY



VOL. 67, NO. 26

NEW YORK, U. S. A., TUESDAY, FEBRUARY 7, 1950

TEN CENTS

World Markets Improving, Johnston Says

**US Support 'Excellent';
Cites Gains in 15 Areas**

WASHINGTON, Feb. 6. — Conditions around the world are steadily improving for the industry due to concessions made by foreign governments, Motion Picture Association of America president Eric A. Johnston said here today.

At the same time Johnston indicated that the U. S. Government was giving the industry substantial assistance in its problems with foreign governments. He appeared to take issue with Ellis Arnall, head of the Society of Independent Motion Picture Producers, who has been demanding that the State Department take a more active role in settling the industry's foreign problems. "I believe that the government,"

(Continued on page 7)

Binford Reneges On 'Stromboli' Ban

MEMPHIS, Feb. 6.—Lloyd T. Binford, chairman of the Memphis censor board, today backed down on his weekend assertion that RKO's "Stromboli," starring Ingrid Bergman, would be banned from Memphis theatres without the censor board looking at the picture.

Today Binford said that although

(Continued on page 6)

Berates Morals of Hollywood Actors

Chicago, Feb. 6.—The Chicago censor board has approved RKO's "Stromboli" for showing at the Grand Theatre, opening Feb. 15. No cuts were made.

Police Captain Harry Fulmer, censor board head, stated: "It's the board's job to judge a film on its merits and not worry about the personal life of its actors. If we were going to delve into the past of every Hollywood actor, we'd be eliminating about two-thirds of all films," he added.

National Variety, 35 Tents Join Fight on Federal Tax

Chi. Compo Group Goes Into Action

CHICAGO, Feb. 6.—Further action to repeal the 20 per cent Federal amusement tax was set in motion at a meeting conducted in the office of John Balaban, Balaban and Katz president, at which Balaban and Jack Kirsch, Illinois Allied head, took on the duties of co-chairman of the Council of Motion Picture Organizations exhibitor committee here. Also attending were Tom Gilliam, Compo local distributor chairman; Dave Wallerstein, of B. and K.; Henry Stickelmeir, Great States, and William Hollander, B. and K. advertising chief.

Plans call for the fullest possible use of all of the campaign material provided by Compo. Trailers, posters and petition blanks will be used in all

(Continued on page 7)

Ayers Heads New Warner Territory

Combining the New York Metropolitan and the New England districts into one for the purpose of business efficiency, Ben Kalmenson, Warner Brothers vice-president in charge of distribution, has appointed Norman Ayers Eastern district manager of the merged territory, under the supervision of Jules Lapidus, Eastern division manager.

George Horan, New England district manager, will return to his former post as Boston branch manager. Al Daytz, Boston branch manager, has been appointed to succeed Carl Goe, recently resigned, as New Haven branch manager.

To Ask Delay in Technicolor Trial

HOLLYWOOD, Feb. 6.—Government counsel will seek a postponement in the trial of Technicolor on monopoly charges, scheduled for tomorrow morning, to Thursday, in the hope final details in an agreement worked out between the company and anti-trust division chief William C. Dixon may be completed before then. Dixon and Technicolor attorney Joseph Burns, who flew to Washington last week for conferences which developed minor snarls, are expected to arrive here tomorrow.

DALLAS, Feb. 6. — The entire strength of Variety Clubs in this country will be thrown behind the fight to have the 20 per cent Federal admission tax repealed or at least cut in half, it was disclosed here today by Robert J. O'Donnell, international chief Barker.

In addition to a petition which will go to all members of the House Ways and Means Committee, O'Donnell is lining up the 35 tents in the United States, and especially the exhibition representation of those tents, to immediately communicate with the House committee and their local Congressmen so that additional pressure can be applied on behalf of the industry in the battle.

Memberships of individual tents

(Continued on page 7)

Farnol Resigns as Goldwyn Ad Head

Lynn Farnol, one of the industry's best known publicity-advertising executives, resigned yesterday as Eastern advertising-publicity director of Samuel Goldwyn Productions.

Farnol was associated with Goldwyn for a period of more than 20 years, during which time he also served as advertising-publicity director of United Artists. He has been associated with the Donahue and Coe advertising agency, handling the Radio City Music Hall and other Rockefeller Center accounts. His other advertising-publicity activities included Mlle. Chanel and Lanvin perfumes, Benson

(Continued on page 6)

New York Theatres Are Again 'Bombed'

Stench-bombing of New York theatres was resumed at the weekend on an extensive scale. Two principal targets were the Roxy here and the RKO Albee in Brooklyn.

Most of the attacks took place last Friday evening and on Saturday. This led some theatre executives to believe that the culprits made a systematic round of theatres to drop the "bombs." Others have said they are of the opinion that the bombs are "chemically" timed to go off at certain intervals.

The Roxy, which experienced a bomb at about seven P.M. Friday, was compelled to make a number of admission refunds, but so rapidly was the air cleared by counter-action that business was little affected.

Chances for Ticket Tax Cut Brighten

**May Act Despite Stand
Of the Administration**

WASHINGTON, Feb. 6.—Chances for a cut in the Federal 20 per cent admission tax look better every day.

This is true despite the strong stand by the Administration against cutting the levy this year.

Republicans are already on record almost unanimously in favor of an across-the-board excise tax cut. The question has been what will individual Democrats do? The attitude of several usually staunch Administration supporters on the House Ways and Means Committee, made clear in the last few days, now leaves no doubt

(Continued on page 7)

RKO Aiming to Sue For Partner Splits

RKO is preparing to file suits here looking to court-directed dissolutions of its theatre partnerships with Walter Reade, Skouras Theatres, Metropolitan Playhouses and a group of houses operated in association with the Byman Hyman Brothers in Huntington, Va., it was reported here yesterday. Officials of the company declined to comment.

While still hoping to reach agreements with the partners on terms for splitting, the company is faced with a Feb. 16 deadline for taking some form of definite action in compliance with its consent decree.

'Battleground' Gross Is Now \$2,575,000

M-G-M's "Battleground" has grossed approximately \$2,575,000 in the first 110 index city engagements, according to a report made by the home office based on figures from the field during the past week.

The picture, currently in its 13th week at the Astor, will wind up its run there on Feb. 19 with close to \$500,000 for the engagement, M-G-M said.

NEWS in Brief . . .

CREATION of the Motion Picture Association of America's new advisory unit for foreign films is called by the U. S. State Department a "welcome step" toward stimulating imports and furthering the interchange of commercial and cultural ideas.

Chicago, Feb. 6.—Ray Moon, 20th Century-Fox Central division manager, presided at a Central district sales meeting at the Drake Hotel here today, where forthcoming product was discussed. A. W. Smith, Jr., sales vice-president, did not attend as scheduled.

Film preview trainees representing 11 national organizations met here yesterday for the first of six weekly lectures dealing with the technique of reviewing films. At the request of the various organizations, Marjorie G. Dawson, coordinator of MPAA's preview services, will conduct the first three sessions dealing with practical procedures in assessing a picture's appeal for regular audiences as well as for those who attend less frequently.

Washington, Feb. 6.—Philippine President Quirino and members of his "official family" were entertained yesterday at the Motion Picture Association of America's Academy Theatre and afterwards talked over industry problems with the MPAA staff.

ATLANTA, Feb. 6.—Federal Judge M. Neil Andrews advised today that a decision in the case arising out of the banning of "Lost Boundaries" by the city censor here would probably be handed down Wednesday.

ALBANY, N. Y., Feb. 6.—Theatre Owners of America executive director Gael Sullivan will be toastmaster, and Motion Picture Association of America president Eric A. Johnston will be a speaker at the Albany Variety Club dinner to be held at the DeWitt Clinton Hotel, March 3, in honor of retiring chief Barker Saul J. Ullman. It will mark Johnston's first industry appearance in Albany.

Mexico City, Feb. 6.—The municipal government has curbed theatre building here. It agreed with trade complaints that 110 theatres in operation and six others to open are far too many for an audience that exhibitors estimate at about 250,000 in a 3,000,000 population.

NEW ORLEANS, Feb. 6.—The name of Paramount Richards Theatres has been changed to Paramount Gulf Theatres, Inc., following the purchase recently by United Paramount of E. V. Richards' partnership.

Wolhandler with Para.

Joe Wolhandler has joined the home office publicity staff of Paramount Pictures as a "planter." He was formerly with United Artists.

Personal Mention

HERMAN M. LEVY, Theatre Owners of America general counsel, arrived in New York yesterday from New Haven. He will attend the United Theatre Owners of Illinois convention at Springfield on Thursday.

HARRY KAHN, formerly a salesman with RKO in the Baltimore and Washington area, has been named manager of the Rivoli and Embassy theatres, Baltimore.

SUE OCHS, youngest daughter of **HERBERT OCHS**, Cleveland circuit owner, was married on Saturday at Cleveland to **AIR FORCE LIEUT. HARRY WELCH**.

JERRY HYAMS, Commonwealth Film and Television sales manager, has left here on a nine-week tour of the country.

MRS. ED STARKEY of the Rex Theatre, Berlin, Wis., recently underwent surgery at the Mayo Brothers Clinic, Rochester, Minn.

CHARLES DIETZ, with M-G-M at Detroit, has announced the engagement of his daughter, **PATTI**, to a University of Indiana student.

PAUL N. LAZARUS, JR., executive assistant to **GRADWELL SEARS**, president of United Artists, has postponed his trip to the Coast indefinitely.

L. J. KAUFMAN, Warner Theatres executive, will leave here today for Cleveland.

HERB COPLAN, head of Warner's Latin American theatres, has returned here from Cuba.

W. C. GEHRING, 20th Century-Fox assistant general sales manager, left here yesterday for Dallas.

OSCAR F. NEU, head of Neumade Products Corp., and **MRS. NEU** are in Hollywood from New York and plan a Palm Springs visit before returning to New York.

BILL MANSELL, Warner branch manager at Philadelphia, is recuperating at home from a recent operation and is expected back at his desk within a week.

CARROLL PUCIATO, head of Realart's exchange operations, has returned here from a two-week tour of Eastern and Midwestern exchanges.

MAURICE N. WOLF, assistant to **H. M. RICHEY**, M-G-M exhibitor relations head, will speak before the Rotary Club at Foxboro, Mass., today.

NATE SCHULTZ, president of Monogram of Cleveland, and **MRS. SCHULTZ** will leave there tomorrow for a Miami Beach vacation.

I. J. SCHMERTZ, 20th Century-Fox branch manager at Cleveland, **MRS. SCHMERTZ** have left that city for a vacation at Miami Beach.

JACQUES KOPFSTEIN, Astor Pictures executive vice-president, has returned here from a Florida fishing trip.

EDDIE RUFF, Motion Picture Sales Corp. New England manager, is in New York from Boston.

JACK FISHMAN, head of Fishman Theatres, New Haven, has been a patient at the New Haven Hospital.

Reception Held for 'Bystander' Company Warner, Skouras and Metzger Are Cited

A press reception for Zachary Scott, Faye Emerson and the company of "Guilty Bystander" was held at the Coq Rouge here yesterday by Film Classics. The film was produced by Laurel Films in association with Edmund L. Dorfmann Productions.

Among those who attended were: Faye Emerson, Mary Boland and Kay Medford, members of the cast; Bernard Kranze, Film Classics sales vice-president; Syd Gross, FC advertising-publicity director, and his assistant, Steve Strassberg; Rex Carleton, Laurel Films president, John Arent, vice-president; Joseph Lerner, director and co-producer of the film; Edmund Dorfmann, co-producer; Jerry Hershfield, chief cameraman; Leo Kerz, scenic designer; Geraldine Lerner, film editor; Peter Mayer, production assistant, and Sydney Weill.

Devisia, Former RKO Salesman, Joins E-L

BOSTON, Feb. 6.—Carl Devisia, who was discharged by RKO Radio over protests of exhibitors in Maine, has joined Eagle-Lion for which company he will cover Massachusetts out of Boston.

Warner, Skouras and Metzger Are Cited

HOLLYWOOD, Feb. 6.—Highest peacetime honor of the Marine Corps, the Certificate of Merit, was presented to Jack L. Warner for his studio's participation in the Marine Corps "Toys for Tots" campaign which was originated by Warner studios. Presentation was made by Major General Merwin H. Silverthorn, director of the Marine Corps Reserve, E. L. DePatie, studio business manager, represented Warner Brothers.

Charles P. Skouras, president of Fox-West Coast Theatres, and **Gus A. Metzger** chairman of the board of the Southern California Theatre Owners Association, also received citations.

'Francis' Field Openings

The American premiere of Universal-International's "Francis" at the RKO Orpheum Theatre in New Orleans today, will be followed by a series of regional premieres around Feb. 22, to be backed by extensive promotions. A special staff of field exploiters will cover openings from Coast-to-Coast, among them: Maurice Harris, Cliff Brown, Robert Wile, Lou Gerard, Ed Holland, David Poland, William Gandall and Al Burks.

Phila. House Files \$1,320,000 Suit Against 8 Majors

PHILADELPHIA, Feb. 6.—A \$1,320,000 damage suit was filed in Federal court here today against the eight major distributors by the owners of the Penypak Theatre, a neighborhood house in the Northeast section of the city, charging discrimination in the granting of clearances.

The owners, **Lewis Sablosky**; his wife, **Sadie**; **Mrs. Marion Fox** and **Mrs. Myrtle Singer**, declare they are unable to obtain key runs after the normal 28-day clearance usually in effect for outlying houses.

Chicago Operators Reelect Full Slate

CHICAGO, Feb. 6.—At an annual meeting of the Chicago projectionists union, the following were re-elected for a two-year term:

James Gorman, president; **Frank Galuzzo**, vice-president; **Clarence A. Jalas**, secretary; **Charles Funk**, **Sam Klugman**, **Charles B. McNeil** and **Arthur Tuchman**, directors; **George Karg**, **Claude Holmes** and **Edward Schulze**, trustees, and **Julius Dickstein**, sergeant-at-arms.

Protested, 'Devil' Is Pulled After 1 Day

ALBANY, N. Y., Feb. 6.—Protests by the local Legion of Decency and the International Federation of Catholic Alumnae were believed to be among the factors in the decision to pull "The Devil in the Flesh," French film, at the Ritz Theatre here after one day. "Sarumba," an American picture, also was withdrawn with "The Killers" and "Brute Force" substituted.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
SAMUEL GOLDWYN'S
"MY FOOLISH HEART"
starring
Dana ANDREWS - Susan HAYWARD
Directed by **MARK ROBSON**
Distributed by **RKO RADIO PICTURES**
SPECTACULAR STAGE PRESENTATION

Paramount presents
"Dear Wife"
in Person
CELESTE HOLM
DAVE BARRY
RAUL & EVA REYES
BUDDY ROGERS
and his orchestra
WILLIAM HOLDEN • JOAN CAULFIELD
BILLY DEWOLFE • MONA FREEMAN
EDWARD ARNOLD
PARAMOUNT THEATRE SQUARE Midnight Feature Nightly

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
MERYL LIPKIN • VICTOR MATTHEW • GEORGE SANDERS
ANGELA LANSDOWN • HENRY WILCOX
Paramount only
RUSS CASE & ORCH. **PARAMOUNT RIVOLI**

London Bans 'Sword' After More Rows

London, Feb. 6.—Following further disturbances by audiences during test showings at J. Arthur Rank's New Gallery Theatre here of Universal-International's "Sword in the Desert," based on the struggle of the Jewish people in the establishment of a Jewish state in Israel, the London County Council has banned the film.

Ben Henry, U-I's representative here, had no comment on the council's action or the reception afforded the film which now seems to be finished in England.

SPG-Sopeg Merger Seen in the Offing

Should negotiations currently underway materialize, there will be a merger of the Eastern Screen Publicists Guild and the Screen Office and Professional Employees Guild. A joint committee studying the question has recommended the merger. The merger will be discussed at a special membership meeting to be held here Thursday.

Under tentative plans outlined by the special committee Sig Maitless, SPG president would become president of the combined units, while Sid Young, Sopeg president, would be vice-president. All action must be voted on by the membership.

Also on the agenda for Thursday's meeting is the ratification of Jack Ryan, recently named business director.

UK Critic's Suit Vs. MGM Dismissed

LONDON, Feb. 6.—The House of Lords, constituting England's highest tribunal, today cleared M-G-M of all charges of libel in the suit instituted two years ago by Arnot Robertson, film critic for the British Broadcasting Corp., closing the case. Miss Robertson filed the action when the film company complained to her superiors that her comments did not reflect audience viewpoint.

Johnston View Is Dim On RFC Financing

WASHINGTON, Feb. 6.—Motion Picture Association of America President Eric Johnston took a dim view today of financing motion pictures through loans from the Reconstruction Finance Corp.

He said as far as he knew, the RFC would grant a loan only after the borrower had been turned down by private banks, and he believes there is plenty of money available from both West and East Coast banks.

Testimonial for Grady

BOSTON, Feb. 6.—M-G-M's Louis B. Mayer, John F. Royal, National Broadcasting vice-president, and Arthur Willi, RKO talent scout, are on the committee of entertainment world notables who are expected to attend the testimonial dinner to be given to Bart Grady, old-time B. F. Keith manager in Boston for 35 years, on his 75th birthday, Thursday, Feb. 16, at the Hotel Somerset.

Review

"Conspirator"

(Metro-Goldwyn-Mayer)

APPARENTLY intended here was an absorbing, enlightening insight on the motivations of a zealous Communist who occupies a high position as a British Army officer with access to top-secret information. If the "insight" were at all revealing, "Conspirator" might have been especially important screen fare, bordering on the spectacular in view of the headlines about A-Bomb espionage in top British and U. S. circles.

Regrettably, no keen analysis of the subject is presented, the script offers little that is new and, for entertainment evaluation, not a great deal of excitement. The cast, headed by Robert Taylor and Elizabeth Taylor, outclasses the writing. "Conspirator" at best is a fairly interesting entertainment with good names and exploitation possibilities to help sell it.

The film is taken from the novel by Humphrey Slater, with Sally Benson credited with the screenplay and the adaptation, the latter in association with Gerard Fairlie.

In all respects, Taylor is an ideal agent for the Communists. He passes to them vital information and his loyalty to the "cause" is beyond question. However, the film does little more than gloss over his reasoning for devotion to the party. He briefly woos and then marries Miss Taylor and this leads to his downfall for she soon learns that he has dedicated his life to Communism. At one of their surreptitious meetings, Taylor's superiors in the party order him to dispose of his wife, an order which he accepts, however reluctantly. He attempts to kill her on a duck hunt but his rifle shot merely wounds her. Miss Taylor eventually informs the authorities of her husband's party activities but only to learn they were aware of this and were about to close in on him. Taylor seeks refuge with the Communists and finds they have abandoned him for he no longer is useful to them. Taylor bedecks himself in his best British Army uniform, secludes himself in his room at home and the sound of a pistol shot informs the audience that he has committed suicide.

Arthur Hornblow produced and Victor Saville directed. Other cast members are Robert Fleming, Harold Warrender, Honor Blackman, Marjorie Fielding, Thora Hird, Wilfred Hyde-White and others. The film was made in England.

Running time, 87 minutes. General audience classification. Release date, March 24.

GENE ARNEEL

Mid-Central Allied Seven U. S. Pictures To Convene Feb. 21 Selected by Russia

CHICAGO, Feb. 6.—An agenda crowded with industry problems and proposals will be acted upon Feb. 21 when Mid-Central Allied Independent Theatre Owners, Inc., holds its regional meeting in Springfield. Discussions will be under the direction of newly-elected president Jeff Jefferis of Piedmont, Mo., and group discussions will be led by W. H. Hoffman, Mid-Central board chairman.

The meeting will feature a full report of the National Allied board meeting which will be held in Washington on Thursday and Friday.

Henry Hollaway Resigns Presidency Of Mid-Central Due to Ill Health

ST. LOUIS, Feb. 6.—Former Mid-Central president Henry Hollaway has resigned that post for reasons of health.

Allied of Kans.-Mo. Board Meets Feb. 14

KANSAS CITY, Mo., Feb. 6.—Board of Allied Independent Theatre Owners of Kansas and Missouri will meet here Feb. 14 to discuss plans for the organization's annual spring convention, to be held May 9-10 at the Phillips Hotel.

Services for Merson, 44

DETROIT, Feb. 6.—Services were held here last week for Samuel Merson, 44, former owner of the Amsterdam Theatre here.

Discontinue Passes

FLORIDA, Ala., Feb. 6.—Martin Theatres here has notified the city clerk that the practice of giving courtesy passes to city officials has been discontinued.

WASHINGTON, Feb. 6.—The Soviet Union has tentatively selected seven American pictures for showing in Russia, Eric Johnston, president of the Motion Picture Association of America, disclosed today.

Johnston said also that he had recently received a cable from Russia asking for additional pictures to be screened for possible purchase. The Russians originally agreed to take 20 films from a list of 100 submitted by the MPAA.

Six Features Start, Seven Are Finished

HOLLYWOOD, Feb. 6.—The production tally dropped to 25 this week, one under the total for last week. Six new productions were started, and seven completed.

Started were: "Guns Roar in Rock-hill" and "A Modern Marriage," Monogram; "My Friend Irma Goes West," Paramount; "Louisa," Universal-International; "Lightning Strikes Twice" and "Million Dollar Bank Robbery," Warner Brothers. Completed were: "Square Dance Katy" and "Jiggs and Maggie Out West," Monogram; "Hills of Oklahoma," Republic; "Come Share My Love" and "Code 3," RKO-Radio; "The Challenge," 20th-Fox; "Pretty Baby," Warner.

MPSC Franchise to Ruff

Edward Ruff, district manager for Motion Picture Sales Corp. in Boston, has acquired the New England franchise from Neil Agnew and Charles L. Casanave, MPSC president and vice-president, respectively. He has also acquired MPSC's Boston office.

Short Subject

"Mid-Century—Half Way to Where?"

(March of Time-20th-Fox)

A most interesting subject, the current March of Time in its usual crisp and efficient manner stops at this half-century period to examine the state of the world with an occasional glance backward and a hopeful eye toward the future. It presents a number of prominent personalities and their views on the future. They include Walter Reuther, who speaks for labor; Robert Oppenheimer, the scientist; General Omar Bradley, chairman of the Joint Chiefs of Staff, and David Sarnoff, RCA chairman. There also is a somewhat amusing sequence in which Harry Pollitt, British Communist leader, says all roads will lead to Communism. The subject points out the fear and tension permeating everyday life at this mid-century point and leads up to the United Nations as the only hope for a lasting peace. Running time, 17 minutes.

Urge Child Watchers For N. J. Theatres

Owners of theatres in New Jersey reported here yesterday that considerable agitation for official surveillance of unaccompanied children in theatres has been started by civic groups in the state.

The agitation, it was said, took hold after a young girl was molested while en route home at night recently from a New Jersey theatre. Exhibitors contend, however, that the incident does not necessarily reflect against the theatre, but rather against the policing of the vicinity where it occurred.

'12 O'Clock High' to Get Air Force Scroll

WASHINGTON, Feb. 6.—Twentieth Century-Fox will be given special commendation from the U. S. Air Force for its "Twelve O'clock High."

The commendation will be presented at the capital premiere of the film at Loew's Palace theatre here Wednesday. It will be given by Major William Lawley, Eighth Air Force Medal of Honor winner, on behalf of Air Force Chief of Staff General Hoyt Vandenberg, and will be accepted for the company by Sy Bartlett, who, with Beirne Lay, Jr., wrote the film.

Arthur M. Goodman

CLEVELAND, Feb. 6.—Arthur M. Goodman, United Artists city salesman, died suddenly at his home at Rocky River Friday of a heart attack. A World War I veteran, he had been with United Artists in Detroit and Cleveland more than 25 years. He is survived by the widow, Frances; a brother and two sisters. Services and interment will be at Detroit.

Mrs. Glenn Cross, 65

BATTLE CREEK, Mich., Feb. 6.—Mrs. Glenn A. Cross, 65, whose husband is head of the Legitimate Theatre Corp. here and leases three local theatres to the Butterfield interests, died on Saturday.

RAGING ISLAND...

**OPENING ALL
OVER AMERICA
FEBRUARY 15th**

This is IT!

THE PLACE:

STROMBOLI

THE STAR:

BERGMAN

UNDER

THE INSPIRED DIRECTION OF

ROSSELLINI

Produced and Directed by Roberto Rossellini • Released by RKO Radio Pictures

RAGING PASSIONS!



Rembusch Warns of 'Stromboli' Risks; Asks Theatre Action

INDIANAPOLIS, Feb. 6.—Trueman T. Rembusch, president of Associated Theatre Owners of Indiana and likely prospect for election to the presidency of Allied States at the latter's Washington board meeting this week, urged exhibitors in a weekend bulletin not to take a do-nothing attitude toward the Ingrid Bergman starring picture "Stromboli."

Asserting that "the sordid Bergman-Rossellini affair has dealt the industry a severe blow," Rembusch said the picture would not be played "in our theatres."

"I don't want to alienate at this time of the all-out fight to remove discriminatory excise taxes, the support of civic groups," Rembusch said.

L. A. Church Asks Johnston To Ban All Bergman Films

LOS ANGELES, Feb. 6.—The congregation of the Trinity Methodist Church of Los Angeles, which claims a membership of more than 3,500, yesterday passed a resolution asking Eric Johnston, president of the Motion Picture Association of America, to use "his mighty influence" to prevent the showing of pictures in which Ingrid Bergman appears.

"With broken homes, defiance of moral codes and juvenile delinquency threatening the very foundations of our nation, this is no time to overlook such open defiance of our moral standards as appears in this widely publicized scandal," the resolution states.

Officials of RKO Radio studio and the Association of Motion Picture Producers declined to comment on the resolution.

Binford Reneges

(Continued from page 1)

he feels the picture should not be shown here, he will leave the decision to city officials. He added that he and the two other censors will see the film. It is scheduled to open at Loew's Palace here on Feb. 22.

Binford also had threatened to ban all Ingrid Bergman pictures here because of her conduct. Later, he relented and permitted the Ritz to go ahead with its advertised booking of "Adam Had Four Sons."

The Baptist Ministerial Association, meeting here today, passed a resolution commending Binford for his stand against the picture. Other ministers commended him from their pulpits yesterday.

Review

"Champagne for Caesar"

(Harry Popkin-United Artists)

RONALD COLMAN comes back to the screen here in excellent billing company—Celeste Holm, Vincent Price, Barbara Britton, Art Linkletter, Gabriel Heatter—and in a refreshingly unique comedy produced, directed and performed along unusual lines but aimed directly at the ordinary people who make up the ticket-buying majority. It requires of an audience that it be taken in the spirit of high good humor in which it is offered, and makes this very easy to do, although a stodgy stickler for utter realism may be expected to raise his dull head here and there in anybody's auditorium. Advertised as a gay, venturesome, novel and diverting comedy, wholesome as it is light and airy, the attraction figures to play off pleasantly and profitably almost anywhere.

Produced by George Moskov for executive producer Harry Popkin, and directed with a fine sense of values by Richard Whorf, the film is from a story and screenplay by Hans Jacoby and Fred Brady. In it Colman portrays, superbly, a scholarly member of the unemployed who has devoted his idleness to learning all there is to learn about everything under the sun. He is irked by a radio quiz-program "m.c.d." by Linkletter because he believes it tends to reduce the norm of public intelligence, and enters the contest—which functions on a double-up-prize basis—and determines to win so much money that the program sponsor, Price, will have to deed over his soap business to pay him off. All wrapped up in that main story line are two romances, many very amusing situations, and several characterizations that are far from routine. It all adds up to make a very funny picture. Joseph H. Nadel was associate producer.

Running time, 99 minutes. General audience classification. For April release.

WILLIAM R. WEAVER

Rally Radio, Clerics, Protested Ad Copy PTA Behind 'Guilty' Runs in 'Times'

Tieups on leading radio network shows have been arranged for Eagle-Lion's "Guilty of Treason," which will have its world premiere at the Mayflower, Esquire and Pilgrim theatres in Boston; Allen in Cleveland and the Albee in Cincinnati tomorrow. It was announced yesterday by Leon Brandt, E-L director of advertising-publicity.

Brandt reported also that clergymen in Detroit and the Detroit Parent-Teacher Association have endorsed the film.

'Treason' Endorsed By Catholic Group

ALBANY, Feb. 6.—The Family Rosary, through arrangement between Patrick Peyton, its founder, and Eagle-Lion, endorsed "Guilty of Treason" in leaflets mailed to 2,000 Catholic parishes and schools before the national release of the picture. One million copies were forwarded to areas where the film is opening.

Televise Boston Opening

BOSTON, Feb. 6.—For the first time in this city a premiere will be televised when "Guilty of Treason" opens here Wednesday night at the Esquire.

Sign up now for Brotherhood Week observance at your theatre. Feb. 19-26.

Reversing its own decision to refrain from using such copy, the New York Times repeated on Saturday, the same insertion by the Roosevelt Theatre which had been protested by the advertising-publicity directors committee of the Motion Picture Association of America. The advertisement charged that "95 per cent of Hollywood production" is based on the assumption that the audience has a 12-year-old mind. MPAA's Alfred Corwin said that a Times spokesman merely said the subject had been reconsidered and it was decided the copy was acceptable.

Abrams Drops World Account

Dave Abrams, New York publicist, in a statement issued here yesterday, declared that because World Documentary Films insisted upon using "disparaging industry advertisements" in Metropolitan newspapers last week, despite his protests, he dropped it from his publicity accounts.

More 'High' Showings

Exhibitor trade screenings of "Riding High" having already been held in the 32 exchange cities, Paramount will hold 70 additional exhibitor showings in other cities, Feb. 14 to 28, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

Leo Handel an Author

URBANA, Ill., Feb. 6.—University of Illinois Press, Urbana, will publish in June, "Film Audience Research" a book by Dr. Leo A. Handel, director of audience research for Metro-Goldwyn-Mayer. The book is said to present the first comprehensive report on the activities in his field.

New Providence House

PROVIDENCE, Feb. 6.—The Elmwood Theatre, new 1,000-seat neighborhood house operated by Ralph E. Snider Enterprises, has opened. Alfred Tierney is the manager.

Children's Prices Up, Adults Are Down, Labor Unit Reports

WASHINGTON, Feb. 6.—Admission prices for adults in large cities fell during the last three months of 1949, but children's prices rose sharply, according to figures released today by the Bureau of Labor Statistics.

Adult prices fell from 74.3 per cent above the 1935-39 average at the end of September to 72.2 per cent at the end of December. Children's prices rose from 57.0 per cent above the base period at the end of the third quarter, to 63.7 per cent at the end of the year. The result of the two price movements was a drop in the weighted, combined adult-child admission index from 71.9 per cent above the base period in September to 71.0 per cent in December.

The Bureau's figures are collected quarterly in 18 large cities and then adjusted to represent the average price trends in the 34 large cities in which Bureau collects retail price data.

UNCompletes Shorts, Seeks Distribution

HOLLYWOOD, Feb. 6.—The United Nations has completed the first two informational shorts in a series designed for theatrical, television and 16mm. use and is negotiating with two distributing organizations for release to theatres, Benjamin Cohen, Assistant Secretary-General of the United Nations, said today. Cohen said two exhibitor organizations also have approached the UN on the matter, and that newsreel companies have displayed keen interest. He declined to identify any of the concerns referred to.

Farnol Resigns

(Continued from page 1)

and Hedges and Parliament cigarettes, and the Charleston, S. C., Gardens exhibitions. He is also motion picture editor of *Good Housekeeping* magazine. He served in the Air Force during the last war, retiring in 1945 with the rank of lieutenant colonel.

His resignation is effective immediately and announcement of his new plans awaits a decision on several offers which have been made to him. No successor to Farnol has been announced by the Goldwyn office here. Arthur Sachson resigned as Goldwyn's sales manager recently and has not been replaced as yet.

Goldwyn is taking a three months' production holiday during which he plans to visit Europe after a brief return trip to the Coast from here in about two weeks.

KEEP YOUR EYE ON...



Damon Runyon's
JOHNNY ONE-EYE

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ORIENTAL THEATRE (Chicago)

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Specializing in requirements of the Motion Picture Industry

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20-Man Delegation Asks Ont. Tax Cut

Toronto, Feb. 6.—A 20-man film industry deputation today presented a demand for a 50 per cent reduction in Ontario's 20 per cent amusement tax to Premier L. M. Frost. Circuits, exhibitor organizations independent operators, distribution and the Toronto Board of Trade were represented.

The tax reduction is expected to come up at the legislative session opening on Feb. 16.

Tax Cut Chances Brighten

(Continued from page 1)

that they intend to go beyond the Treasury's recommendations and cut the admission and other excises besides the seven listed by the Administration for relief.

The official Republican statement of principles, issued yesterday, pledged the party to immediate repeal of "oppressive wartime excises."

Continued pressure will be needed to make sure that these representatives do not waver. But given the continued pressure, chances are very good that the Ways and Means Committee will report a bill cutting the admission tax to 10 per cent. The Senate is even more excise-cut conscious than the House.

A few question marks remain. One is whether Congress, in cutting excises, will meet the President's demand for new and additional revenue to offset the excise cuts. A second is whether Truman will veto any bill that does not meet this demand. The final question is whether, if the President gets such a bill and vetoes it, Congress will override the veto.

Best guess right now is that Con-

gress will make deep excise cuts, fail to raise an equal amount of revenue by legitimate tax boosts or loophole-plugging, and attempt to save face for itself and the President by a speed-up of the corporate tax payment schedule along the lines advocated by Rep. Wilbur Mills (D., Ark.)

It is also considered likely that Congress will plug several capital gains tax loopholes attacked by the Administration, including the one under which some film people have tried the "single-feature" company. Boosts in regular corporate income taxes are completely out, and higher estate and gift taxes unlikely. Easier tax treatment for income earned abroad, of vital interest to the industry, may be put off as being too complicated for action this year.

Tax hearings scheduled for today by the House Ways and Means Committee were postponed at the request of Republican members, and Treasury experts will testify tomorrow instead. The Committee is shooting for a March 15 date for reporting a bill to the House.

5 N. Y. Congressmen Tell Exhibitors They Support Tax Fight

Greater New York Congressmen Donald T. O'Toole, Abraham J. Multer, Louis B. Heller, Eugene Keogh and John Rooney told a weekend meeting of Brooklyn exhibitors that they favor eliminating the Federal 20 per cent admission tax, it was reported yesterday by Emanuel Frisch, chairman of the Federal tax committee of the Metropolitan Motion Picture Theatres Association.

It was recommended at a meeting here yesterday of the exchange area committee against the tax that a concentrated "barrage" of letters being directed at Brooklyn Congressmen Joseph L. Pfeifer and James J. Hefernan, who have not gone on record in favor of repeal.

NJ Bingo Legislation Is Introduced Again

TRENTON, Feb. 6.—The bill to legalize bingo-playing in churches and civic auditoriums, which last year was defeated by organized theatre owners, has been re-introduced by State Senator Robert Vogel in the New Jersey legislature.

Consensus among the state's exhibitors is that this year the bill will not even come up for vote by the legislature, so decisively was the measure defeated at the 1949 session.

Another Tax Measure Appears in Kentucky

FRANKFORT, Ky., Feb. 6.—A bill introduced in the General Assembly, House Bill No. 176, by M. G. Thompson of Lincoln, would impose a special 10 per cent tax on admission tickets sold on Sunday to places of amusement, the proceeds to go to the common-school fund.

Zeller Joins Valos Circuit

DETROIT, Feb. 6.—Phil Zeller, Midwest Theatres' circuit manager in Bay City, has resigned to become general manager of the Valos Circuit in Chicago.



In case of trouble...

break the glass and I'll come runnin' with my new pix...

"THE GREAT RUPERT"

An Eagle Lion Films Release

B. & K. Names Two For Sale

CHICAGO, Feb. 6.—First theatre properties of Balaban and Katz, United Paramount Theatres subsidiary, to go on the block in order to open up situations to competition under the decree order are the Grove Theatre, Elgin, Ill. (1,100 seats) and the Luna Theatre, Kankakee, Ill. (900 seats). Both houses are operated by the Great States Circuit, a subsidiary of B. and K. Under terms of the consent judgment, Balaban and Katz must also dispose of one wholly-owned first run theatre in Bloomington, Peoria, Pekin, in Illinois, and South Bend, Ind.

Disposition of at least one-half of the properties in this group is to be made in one year from the time the decree was entered and the remaining 50 per cent within the second year. The theatres are to be sold to unaffiliated interests.

Hunts Acquire Two, Now Have Seven

COLUMBUS, O., Feb. 6.—The Uptown, a subsequent-run house here, and the McCook at Dayton have been purchased by Hunt Theatres of Cincinnati. They have been operated by Jackson-Murphy Theatres. The new partnership will take over operation of both on Feb. 12.

Herman H. Hunt and Pearl Hunt, who form the partnership, operate five Cincinnati subsequent-runs and first-runs in Ripley, O., and Wichita, Kan.

20th Invites Wainwright

General Jonathan Wainwright has been invited to attend the world premiere of 20th Century-Fox's "Three Came Home," at the Astor Theatre here on Feb. 20. A number of former prisoners of war in Japan will attend by invitation of the company.

Chicago Compo Group

(Continued from page 1)

theatres at a date to be decided shortly. Theatre managers will be called upon to act as personal solicitors in each community, and will contact merchants and other local groups urging their support. Local newspapers will be called upon for editorial support, Hollander stated.

The committee further indicated that should the tax be repealed, the reduction would be passed on to theatre patrons.

Kirsch will meet tomorrow with representatives of other circuits here to map drive plans.

Kvool Heads Milwaukee Compo Campaign to Get Tax Petitions

MILWAUKEE, Feb. 6.—Al Kvool, district manager for Warner Theatres here, was elected chairman from this area to push the efforts of the Council of Motion Picture Organizations to get the public to sign petitions against the Federal 20 per cent admission tax.

Zigmond Heads Compo Anti-Tax Group in San Francisco

SAN FRANCISCO, Feb. 6.—Jerry Zigmond, district manager for United Paramount Theatres here, was appointed general exhibitor chairman of the Northern California Council of Motion Picture Organizations to "Ax the Tax." Immediately he selected local specialists as his aides.

Kentucky Exhibitors Will Campaign Against 2 Taxes

LOUISVILLE, Feb. 6.—The Kentucky Association of Theatre Owners has requested members to wire or write their Congressmen, urging admission tax relief be included in the contemplated legislation eliminating or reducing war-time excise taxes.

Variety in Tax Fight

(Continued from page 1)

will also cooperate with state and regional exhibitor organizations in their areas to help them line up thousands of additional petitions to Congress.

World Trade Better

(Continued from page 1)

under its program, gives excellent support," Johnston said, "but the industry must work on its own, too."

Johnston said he believed there would be "some tax relief" in the theatre admissions field.

Johnston also said that he would ask the House Ways and Means committee to remove the wartime excise tax of 25 per cent on photographic apparatus and 15 per cent on raw stock. The matter has already been brought to the attention of many members of Congress individually, he reported. He said that if he did not appear before the committee as vice-chairman of the National Committee to Repeal the Wartime Excise Taxes, he hoped to appear "separately" on this point.

Lists 'Improved' Areas

Johnston said he could quote 15 recent instances where foreign governments have "put the industry in a favorable position." He listed as among the recently improved areas Denmark, Sweden, Norway, Finland, Italy, Greece, Brazil, South Africa, Israel and Holland. "There are some places which are worse than they were," he said, "but the world situation is generally improved."

The MPAA president said that he will go to the West Coast shortly to discuss with the Motion Picture Industry Council the question of government support in settling foreign problems.

Johnston said the MPAA has been using the government increasingly in this sphere but declared that, on an overall basis, "when the government steps in you abnegate certain rights and privileges and we won't want to do that."

Asked about the re-negotiation of the Anglo-American film agreement, which expires in June, Johnston said that if the British Labor Government won the election he would go to England immediately afterward, but that he would delay his trip if a Conservative Government were elected, since it would take some time for the new Government to organize.

RKO RADIO PICTURES, Inc.

THE NEW YORK TRADE SHOWING

of

"STROMBOLI"

announced for Tues., Feb. 14, at the Normandie Theatre

WILL NOT BE HELD

Get Back to

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On all your big Pictures!

You've Been Away Too Long

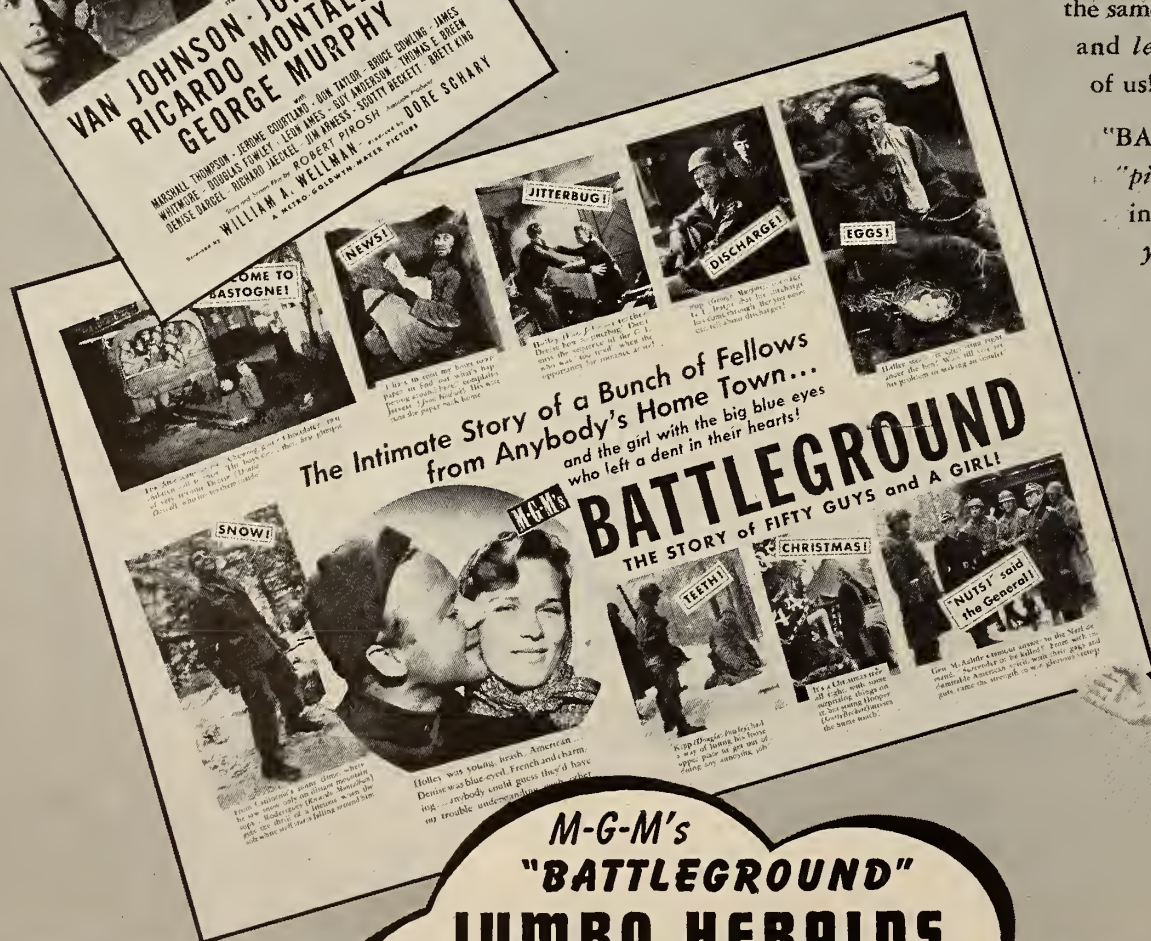
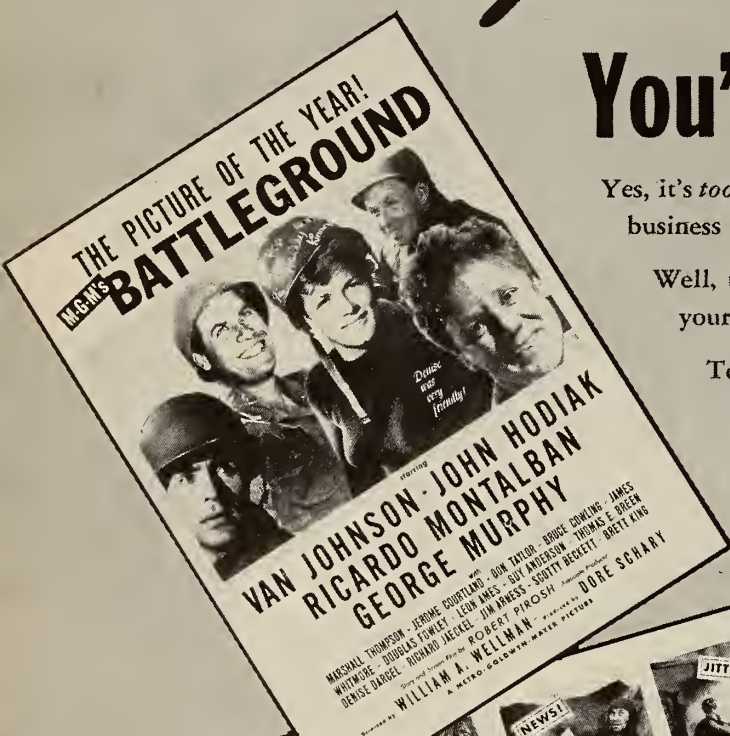
Yes, it's *too bad* — too bad for your Boxoffice — that Showmen have been forgetting how much business they used to get from HERALDS, when those Big Pictures *needed* selling!

Well, those days are back again... and patrons are waiting for YOU to *tell them* about your pictures, and *convince* them that they are worth their time and money!

To help you *prove it to yourself*, we have — with the cooperation of M-G-M — prepared audience-appealing JUMBO HERALDS, 11½" x 17", on M-G-M "BATTLEGROUND", and we're offering them to you at \$3.50 per thousand...

the same price as standard size Herald and less than what they cost both of us!

"BATTLEGROUND" is M-G-M's "picture of the year", and deserving of the extra expenditure on your part... particularly where the cost is "peanuts" and the returns are well worth while



M-G-M's
"BATTLEGROUND"
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11½" x 17" Only \$3.50 per thousand

Order from your nearest
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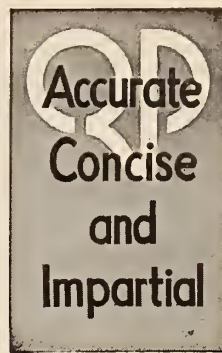
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MOTION PICTURE DAILY



VOL. 67. NO. 27

NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 8, 1950

TEN CENTS

Town Awarded \$1,295,878 in Clearance Suit

Judge Grants Injunction Against Milwaukee Runs

CHICAGO, Feb. 7.—Triple damages and court costs totaling \$1,295,878.26 were awarded today to the Town Theatre Corporation as Federal Judge John P. Barnes found eight major distributors guilty of conspiring to deprive the Town Theatre, Milwaukee, of first-run product.

Judge Barnes also granted an injunction to restrain the distribution companies from continuing the clearance practices now in effect in Milwaukee.

Period of the conspiracy claimed by Town during the six-week trial here ran from May 1, 1946 to June 29, 1948, but it was testified by defense witnesses that the clearance system was established long before then.

Defendants are Loew's, Paramount, RKO, 20th Century-Fox, Warner Distributing, Warner Circuit, Warner Theatres and Columbia.

Jock Lawrence in Goldwyn Ad Post

The appointment of J. B. L. (Jock) Lawrence as vice-president of Samuel Goldwyn Prod., in charge of advertising-publicity and public relations, was announced here yesterday. Lawrence replaces Lynn Farnol, who resigned on Monday after being with Goldwyn more than 20 years.

Lawrence, who has been a vice-president of the J. Arthur Rank Organization here for the past four years, will withdraw from that post but will continue as an adviser on public relations to the Rank Organization and a member of its board of directors here.

Lawrence was advertising-publicity chief for Goldwyn in 1933-39.

'Stromboli' Hit In Several U. S. Areas

Church and civic groups and exhibitors in several states have registered protests against showing of Roberto Rossellini's "Stromboli," starring Ingrid Bergman, according to news wire service reports yesterday.

By a vote of six to one, the Columbus, O., City Council was reported to have asked the Palace Theatre there

(Continued on page 6)

RKO To Court For Reade Partner Split

The RKO board at a meeting here yesterday authorized the immediate institution of legal proceedings seeking dissolution of Trenton-New Brunswick Theatres, circuit of 11 houses owned jointly with Walter Reade, it is learned here.

The suit will be filed in a New Jersey state court today with the complaint to ask for appointment of a trustee to operate the circuit pending sale of the assets and, upon sale, divide the proceeds.

Repeated efforts by RKO and Reade to negotiate a settlement were unsuccessful, thus forcing the film company to take some definite action, such as the suit intended, by Feb. 16

(Continued on page 7)

NY 1st Runs Mild; N. Y. Journal Aids 'Third Man' Strong Filmgoing Drive

Business is fair but still somewhat disappointing at New York first-runs this week. Only one of five new features, "The Third Man," is doing especially strong business. A few of the holdovers, particularly "Samson and Delilah," are holding up well.

"Third Man" promises to do about \$46,000 in its first week at the Vic-

(Continued on page 4)

TRUMAN BACKER LASHES 20% TAX

Allied Meetings Will Start Today

Washington, Feb. 7.—Three days of meetings of Allied States officials will start here when the Allied Caravan committee opens its sessions tomorrow, to be followed by meetings of Allied's board of directors.

Discussions will feature competitive bidding, ratification of the Council of Motion Picture Organizations, voluntary arbitration of clearance disputes, a possible national survey of theatre attendance, television, taxes and election of officers.

Rep. Young Calls Levy Atrocious; Says It Has Caused Business Losses

WASHINGTON, Feb. 7.—A Democratic member of the House Ways and Means Committee who is usually a down-the-line Administration supporter, today told the House he planned to go beyond the Treasury's excise tax recommendations and press for a cut in the admission tax, which he said was responsible for "huge losses in a heretofore profitable business."

The statement came from Rep. Young, Representative-at-large from Ohio, and was another indication of the constantly improving outlook for a cut in the admission levy at this session of Congress.

Young urged action on all wartime excises, but "in particular, I denounce the war-imposed 20 per cent tax on movie admissions."

Emphasizing the tax could not be

(Continued on page 6)

British See Cut in Remittances: U. S.

WASHINGTON, Feb. 7.—British industry observers believe that U. S. film companies may only be able to remit \$12,000,000 a year after the next Anglo-American film conference, the U. S. Commerce Department reported today. At present, the industry can send \$17,000,000 back to the U. S. annually.

Commerce said British film officials expected a reduced quota to go along with the reduction in remittances. It reported that at the end of 1949, the attack in Britain on the entertainment tax had reached such a pitch that government officials were taken completely by surprise.

Johnston, Freeman Reelected by AMPP

HOLLYWOOD, Feb. 7.—Annual meeting of the Association of Motion Picture Producers here last night reelected Eric A. Johnston, president; Y. Frank Freeman, board chairman, and all other officers. Vice-presidents are B. B. Kahane, L. K. Sidney and Charles S. Boren. James S. Howie is secretary-treasurer. Gordon Young-

(Continued on page 7)

Capital Survey Finds TV Cuts Attendance 72%

15 NY Congressmen Support Tax Fight

Independent Theatre Owners Association has received pledges of "unconditional support" of the industry campaign for tax relief from 15 Congressmen in New York.

They are: Leonard W. Hall, L. Gary Clemente, Louis B. Heller, Eugene J. Keough, Edna F. Kelly, John J. Rooney, Donald L. O'Toole, Abraham J. Multer, Emanuel Celler, James Murphy, Frederic Coudert, Jr., J. K. Javits, Isidore Dollinger, Anthony F. Tauriello and Daniel A. Reed.

WASHINGTON, Feb. 7.—Families owning television sets go to motion picture theatres 72 per cent less than they did before they got their sets, and children 46 per cent less.

Moreover, the pattern is the same for those who have had their sets for a long time as for those who have just acquired them. In other words, there appears to be little novelty element in the television pictures.

Those are the highlights of a survey of the effect of television on film box-offices conducted here during January by Charles Alldredge, local public relations consultant. Alldredge's job was underwritten by the local offices of Loew's and Warners, the Motion Picture Theatre Owners of Metropolitan Washington, CBS, NBC, Dumont, and the Washington Evening

(Continued on page 4)

Coming Events

Today—Allied Caravan Committee meeting, Washington.

Today—Cinema Stamp Collectors' meeting, Hotel Astor, New York.

Feb. 9-10 — Allied States board of directors annual winter meeting, Washington.

Feb. 9-10—United Theatre Owners of Illinois annual convention, Abraham Lincoln Hotel, Springfield, Ill.

Feb. 14 — Independent Exhibitors, Inc., annual meeting, Boston.

Feb. 14 — Kansas-Missouri Allied board meeting, Kansas City.

Feb. 15—Motion Picture Industry Council meeting, Hollywood.

Feb. 19-26—National "Brotherhood Week."

Feb. 20—IATSE biennial dinner-dance, Hotel St. George, Brooklyn.

Feb. 21—Mid-Central Allied regional meeting, Springfield, Ill.

Feb. 28—Associated Theatre Owners of Indiana regional meeting, Fort Wayne.

March 1-2 — Theatre Owners of America executive committee meeting, Hotel Astor, New York.

March 6-8 — Chicago Television Conference, Palmer House, Chicago.

March 23-24—National Board of Review of Motion Pictures 41st Anniversary annual conference, Hotel McAlpin, New York. A session will be held at the 20th Century-Fox home office projection room on the 24th.

'U's' McFadzen Loses Life in Car Accident

MILWAUKEE, Feb. 7.—Don McFadzen, Universal salesman for 14 years, was killed here this morning in an automobile accident after leaving a Real Fellows Club meeting. His car collided with a street car. Bob Baker, RKO salesman, who was with McFadzen, received injuries but was released from a hospital five hours later.

McFadzen is survived by the widow, Helen; two sons, Bill and Neal, and one brother, Ellis. Funeral will be held Thursday from St. Robert's Church. Burial will be in Holy Cross Cemetery. Military rites will be conducted by American Legion Post Tanner Paul, of which McFadzen was past commander.

Milton Brockett Dies

NASHVILLE, Feb. 7.—Services were held here for Milton Brockett, whose widow is head booker at Crescent Amusement here. He died recently in St. Louis.

Ralph McCoy's Father

ATLANTA, Feb. 7.—T. D. McCoy, father of Ralph McCoy, Film Classics branch manager here, died recently at his home at Springfield, Mo.

Personal Mention

CECIL B. DEMILLE has accepted the chairmanship of the advisory board for the Los Angeles area Boy Scout Council's 1950 "Scout-O-Rama," to be held April 21-22.

CHARLES SCHLAIFER, president of Charles Schlaifer and Co., has returned here from Washington where he appeared before the House Appropriations Committee as a representative of the National Committee for Mental Hygiene.

JERRY PRICE, United Artists branch manager at Washington, and Mrs. PRICE are the parents of a son, G. PATRICK, JR., born last week at Doctor's Hospital, Washington.

SPYROS P. SKOURAS, president of 20th Century-Fox, and MAURICE SILVERSTONE, president of 20th-Fox International, are in Hollywood for a brief business visit.

SARA CORPENING, associate editor of *Motion Picture Magazine*, has left New York for Hollywood to serve there as temporary Coast editor.

HENRY GINSBERG and Y. FRANK FREEMAN are expected in New York from the Coast early next week for home office conferences.

PETER CUSICK, head of Cusick International Films, will leave here by plane tomorrow for London, proceeding from there to Cannes.

HARRY M. WARNER is here from the Coast.

MERVYN LEROY, M-G-M director, is due to return here from England on Feb. 20.

MILTON H. LONDON, president of the Theatre Control Corp., Detroit, is in New York from that city, conferring with JAMES FRANK, JR., sales vice-president, who is setting up a sales office here.

FRANK WHITBECK, M-G-M studio advertising manager, left here last night for the Coast, with stopovers planned at Rochester, Buffalo, Cleveland, Columbus, Chicago, Milwaukee and Kansas City.

MORRIS ALIN, Universal house organ editor, and RICHARD TABER, actor, are serving on the same jury panel here.

LOU COHEN, manager of Loew's Poli Theatre, Hartford, and Mrs. COHEN are on a South American cruise.

SAM ROSEN of Lockwood-Gordon-Rosen Theatres, has returned to New Haven from a trip through the South.

GEORGE MURPHY is in Chicago from Washington and New York for personal appearances there.

RICHARD CARLSON and Mrs. CARLSON will leave here today for the Coast, with a stop at Chicago.

ERROL FLYNN will arrive here tomorrow from Europe on the *S.S. Ile de France* en route to the Coast.

Ask Arnall to Join In Decree Protest

HOLLYWOOD, Feb. 7.—Independent Theatre Owners of Southern California and Arizona has invited Ellis G. Arnall, president of the Society of Independent Motion Picture Producers to unite in opposition to any divorce-consent decrees which would permit brothers to operate theatre and production-distribution companies after they are separated. Fred Weller, executive secretary and counsel of the theatre group, said that "a new form of monopoly—monopoly by nepotism" would be threatened if the Department of Justice permits such arrangements.

Ellis Arnall could not be reached in New York yesterday for comment on the ITOSC bid.

To Observe Holiday

M-G-M and 20th Century-Fox home offices will be closed on Monday in legal observance of Lincoln's birthday, Sunday. Warners will close at one o'clock, while RKO will be open all day. Other companies had not decided yesterday on a Monday schedule.

Houck Buys Drive-In

NEW ORLEANS, Feb. 7.—Paramount Gulf Theatres has sold to Joy N. Houck, Southern circuit operator of drive-in theatres.

Top Ad Budget Set For U-I's 'Francis'

The biggest advertising budget in Universal-International's history has been allocated for "Francis," topping that spent for "The Egg and I," said to be the company's greatest grosser to date. The bulk of the budget will be spent in newspapers in key and sub-key cities.

The campaign, prepared under the supervision of David A. Lipton, national advertising-publicity director, will include run-of-paper display ads specifically designed for use off the drama pages in line with the policy set up several weeks ago. In Los Angeles, where the film opens Washington's Birthday, a record 4,300-line campaign has already started.

Brindley Inducted As 'Collarite' President

Thomas J. Shea, IATSE assistant international president, officiated last night at the induction at the Capitol Hotel here of the recently-elected officers of Motion Picture Home Office Employees Local No. H-63. Inducted were: Ed Brindley, president; Russell Moss, executive vice-president; Eli Oestreich, vice-president; Gilbert For-gash, treasurer; Mary Jo Rosencrans, secretary, and Herman Lemler, sergeant-at-arms.

The local is at present in negotiations for new contracts.

Newsreel Parade

THE coal strike crisis and the Milford Haven wedding are current newsreel highlights. Other items include the New York Film Critics award ceremonies, sports and fashions. Complete contents follow:

MOVIEZONE NEWS, No. 12—Historic ceremony as India becomes republic. Milford Haven wedding. Col. Townsend to leave a film career for religion. Notables hailed for furthering Brotherhood. Ski troops train. Wind tunnel hi-jinx. Baseball. Skiing. Rodeo.

NEWS OF THE DAY, No. 246—Canada's huge snowslides. President Truman takes action on coal tie-up. International wedding bells. World Series ski jump. Baseball news. Boxing. Rodeo. Film world honors leaders of Brotherhood at Waldorf Astoria ceremony.

PARAMOUNT NEWS, No. 49—Coal strike showdown. Science and fun in wind tunnel. People in the news: Philip Jessup. Milford Haven wedding. Olivia de Havilland receives Film Critics' award. Baseball. Skiing. Rodeo. U. S. chiefs of staff in Tokyo.

TELENEWS DIGEST, No. 6-A—Coal crisis. England: election campaign starts. China: Red victory parade. Milford Haven weds. Atomic Energy Commission testimony. Soviets renew blockade. Communists protest American destroyer at Saint Nazaire. High School students visit Washington. Antique necklace examined by Bowery connoisseurs. Ingrid Bergman has child.

UNIVERSAL NEWSREELS, No. 324—U. S. ski troops drill. Snowslides halt train. Wind tunnel tests. Milford Haven wedding in Washington. Holland enjoys real winter. Baseball news. Lake Placid: skiing.

WARNER PATHE NEWS, No. 51—Ski troops train. "Brotherhood" luncheon. Milford Haven wedding. People in the news: Philip Jessup. India installs president. Fashions. Rodeo. Baseball news. Ski jumping. Great American Churches: St. Patrick's Cathedral.

'Treason' Released On Jailing Date

The first anniversary of the conviction of Joseph Cardinal Mindszenty, Primate of Hungary, by the Communist Hungarian courts on a charge of treason, today, will be marked by the national release of "Guilty of Treason," film of the "trial behind the trial" of the primate, it was announced here yesterday by William J. Heineman, distribution vice-president of Eagle-Lion.

The film has already been booked into 500 key theatres in New England, Ohio, Pennsylvania, Indiana, Illinois and West Virginia, where it will open following simultaneous world premieres today at the Mayflower, Esquire and Pilgrim theatres in Boston, Albee in Cincinnati, Allen in Cleveland, 20th Century in Buffalo and the Warner in Worcester, Mass.

Parkes Joins Chertok

LOS ANGELES, Feb. 7.—Holcombe Parkes, formerly vice-president in charge of public relations of the National Association of Manufacturers, has joined the Apex Film Corp. as executive vice-president, Jack Chertok, president of Apex, announces.

Sign up now for Brotherhood Week observance at your theatre. Feb. 19-26.



**NEW YORK WATER
SHORTAGE ACUTE**

BUT THE HITS KEEP FLOWING FROM M-G-M!



"THE REFORMER AND THE REDHEAD"

At its audience Preview on West Coast, hysterical fans hailed wonderful comedy and cheered June Allyson and Dick Powell. It's just what the fans are looking for!



"THE OUTRIDERS"

Theatre preview in Los Angeles was an ovation! The big magazine serial now a great Technicolor Western. Authentic backgrounds, hundreds in cast, spectacular! (Joel McCrea, Arlene Dahl — so romantic.)



"KEY TO THE CITY"

"Nifty box-office," says *Variety* and trade press prediction comes true as the Clark Gable-Loretta Young riotous romance wows the fans at State, N. Y. premiere. A feast of laughs for big dough!



"ANNIE GET YOUR GUN"

Soon you'll hear everywhere about M-G-M's terrific Technicolor musical of the stage hit. (Betty Hutton and Howard Keel — new sensation — make film history singing 11 Irving Berlin tunes.)



"NANCY GOES TO RIO"

Typical of trade notices, *M. P. Daily* says: "It has the mark of good commercial material all over it." Fun, romance, Technicolor in Jane Powell's new musical co-starring Ann Sothern and big cast.



"BLACK HAND"

Says Film Bulletin: "Put this on 1950's Ten Best List." *Says M. P. Daily:* "Box-office possibilities large!" It's Gene Kelly's first big dramatic role! A thrilling story never before told on the screen!



"STARS IN MY CROWN"

It has "Green Years" and "The Yearling" family appeal. Every preview audience reaction forecasts box-office sock! (Joel McCrea, Ellen Drew and Dean Stockwell are magnificent.)



"THE YELLOW CAB MAN"

Everything the grapevine says is true. It's Red Skelton's funniest! For Mr. and Mrs. America and all the kids, a riotous, happy, laugh-packed visit to your theatre.

Ask More Companies Under SEC Control

Washington, Feb. 7.—Top Officials of the Securities and Exchange Commission today urged a Senate Banking sub-committee to give speedy approval to bring under SEC control all companies with more than 300 stockholders and more than \$3,000,000 in assets. At present, only companies listed on a national exchange come under SEC jurisdiction.

Grants 10 Days for 'Boundaries' Reply

ATLANTA, Feb. 7.—Federal Judge M. Neil Andrews has granted Atlanta censor Christine Smith and the Carnegie Library Board 10 days to file a reply brief following argument and filing of a trial brief by Judge Samuel Rosenman of New York, counsel for producer Louis de Rochemont and Film Classics, who have brought action challenging the constitutionality of the municipal ordinance creating the board of censors. Plaintiffs' film, "Lost Boundaries," was banned in Atlanta by the censors.

Technicolor Decree Talks Continue

WASHINGTON, Feb. 7.—Negotiations for a consent decree in the government's anti-trust suit against Technicolor continued today, but no agreement was reached, and there probably will be further negotiations tomorrow.

Davis Forms New Firm

Davis Associates has established offices in New York to distribute foreign films with English titles throughout the U.S. Company is headed by Arthur Davis, publisher of *Foreign Films News*.

TWA TWA TWA TWA



Stop off for a
QUICKIE VACATION
in the Southwest Sun Country
on your next coast-
to-coast trip by

TWA
CONSTELLATION

For information, call your local
TWA office, or your travel agent.

Across the U.S. and overseas...
you can depend on

TWA
TRANS WORLD AIRLINE
U.S.A. • EUROPE • AFRICA • ASIA

Reviews

"Young Man with a Horn"

(Warner Brothers)

Hollywood, Feb. 7

WITH a marquee spelling out the names of Kirk Douglas, Lauren Bacall, Doris Day and Hoagy Carmichael, and with a best-selling novel and the professional savvy of producer Jerry Wald and director Michael Curtiz backing them up, exhibitors playing this life story of a jazz handsman should have little doubt about box-office outcome. But an exhibitor viewing the picture in a projection room, unless he were an exhibitor informed in the ways and traditions of jazz and jazz bandsmen, could be expected to do some wondering about it, for it is a far departure from the slick shining, tuneful but vacant comedies about musicians which have come from various studios in the past. On the contrary, it is a straight story about a natural musician, wedded to his trumpet, who plays his way to the top of his profession, fluffs one impossibly high note, and toboggans to utter ruin in swift, incomprehensible consequence. To the musically-informed, it is an intensely interesting and dramatic story—and to the uninformed it is a film full of popular music, played and sung by experts.

Carmichael narrates the picture, also portraying in it a piano man who becomes the trumpeter's best friend and band companion, and Carmichael betters his "Casablanca" role by double or better. Douglas portrays the trumpeter (Harry James plays it on the sound track) and Miss Day the band singer, with Miss Bacall depicting a neurotic socialite who marries him as something of an experiment and leaves him when it does not work out. The script, by Carl Foreman and Edmund H. North, from the book by Dorothy Baker, opens with the trumpeter as a small boy attracted to the jazz music of a Negro orchestra headed by Juana Hernandez, who recognizes the boy's natural talent and teaches him his instrument. Grown up, the trumpeter becomes the star of a famous society-type orchestra, and plays during his off time as a guest of his old friend Hernandez, now down to a small combo in a cheap spot and under economic pressure. The trumpeter's experience with his wife takes him away from his friends, and when she leaves him he takes to drink, but the real crack-up comes when, in a recording session, he undertakes an extemporaneous solo flight that does not come off. He smashes his horn, drifts to the gutter, is found by Carmichael in an alcoholic sanitarium and is brought back to normalcy.

Running time, 113 minutes. General audience classification. Release date, not set. WILLIAM R. WEAVER

"Guilty Bystander"

(Laurel Films-Film Classics)

ZACHARY SCOTT, as a police officer discharged from the staff because of excessive drinking, does battle with both the underworld and the bottle in "Guilty Bystander." The film is an essay in violence patterned along standard lines with many exploitable angles. Powerful sequences and fine bits of acting stud the drama, but somehow the total effect remains wanting in a sense of urgency. Name values in the cast are good, with Faye Emerson sharing the lead, and Mary Boland, Sam Levene and J. Edward Bromberg lending support.

Scott is launched into an underworld excursion when he is informed by his ex-wife, Miss Emerson, that their child has been kidnapped. In his lone and relentless investigations he has a variety of encounters with snarling thugs, disdainful cops, and loose women. In the course of events, several murders break out, with Scott himself the chief suspect in one of them. Before he ties together the tangled strands of the plot, Scott has to take a lot of punishment, and also dish out considerable. At the motivating core of all the melodramatic doings is a diamond smuggling ring masterminded by a mysterious person called "St. Paul." In a surprise ending "St. Paul" turns out to be Miss Boland, a cheap hotel operator who seemingly was a friend of Scott's. One of the best touches of the picture is a frenzied chase in a darkened subway tunnel.

Miss Emerson always provides a visually pleasant note to the harsh proceedings, while Bromberg makes a highly effective contribution as an ailing smuggler. Shot on location in New York, the picture was made by Laurel Films in association with Edmund L. Dorfmann Productions. Dorfmann was executive producer; Rex Carlton produced, and Joseph Lerner directed and co-produced. Don Ettlinger's screenplay was based on a novel by Wade Miller.

Running time, 92 minutes. General audience classification. Release date, Jan. 20. MANDEL HERBSTMAN

TV Cuts Grosses

(Continued from page 1)

Star. Alldredge's interviews canvassed 400 families in all parts of the Washington area and in all income groups. He says he believes his sample is "fully adequate to provide accurate conclusions as to habit changes produced in television in the area," but admits that the results might not hold for other parts of the country.

Alldredge found that the families interviewed went to motion picture theatres 4.51 times a month prior to obtaining their sets, but only 1.27 times after they got their sets—a drop of 72 per cent. Children who had gone

5.13 times a month now go 2.75 times—a 46 per cent cut. "The reduction in attendance on the part of children of set-owning families is not so great since many children attend motion picture theatres during hours in which television is not a competing factor," the report states.

Habits once changed by television stay changed, according to the report. Those families who had sets two years or more used to go to the theatre 5.8 times a month, now go 1.5 times. Their children formerly averaged 6.1 visits a month, now go three times. "If anything," Alldredge concludes, "the habit of witnessing television becomes more ingrained with practiced ownership."

MPAA Staff Largest Of Similar Groups

Washington, Feb. 7.—The Motion Picture Association of America, with 150 workers, has the largest staff of any of 50 trade associations in the amusement and allied fields, according to a Commerce Department report.

Claim More 'Samson' Records in Phila., LA

Paramount yesterday claimed box-office records were broken by "Samson and Delilah" at the Hollywood and Downtown Paramount theatres at Los Angeles and the Earl at Philadelphia.

It is understood that in Los Angeles a first week gross of \$72,000 was expected at the two theatres. In Philadelphia the Earl reported a three-day gross of \$25,000 with a prediction of a \$45,000 first week gross. "Samson and Delilah" is said to have grossed more than \$1,000,000 in its first few pre-release engagements.

McCullough on Tour

John B. McCullough, director of the Motion Picture Association of America's print conservation department, will leave New York today on a two-week conservation and safety inspection tour of MPAA member companies' facilities in the South. Cities on his itinerary include Washington, Charlotte, Atlanta, Jacksonville and Tampa.

New York Grosses

(Continued from page 1)

toria, representing very good business. "Dear Wife," with Celeste Holm and Buddy Rogers' orchestra on stage, did about \$62,000 in an adequate first week at the Paramount. "Montana," with Sugar Chile Robinson topping the stage bill, should give the Strand an estimated \$46,000 in a reasonably good initial week. "Key to the City" is mild at Loew's State, where about \$24,000 is indicated for the first week. The Globe looks for \$15,000 for its first week of "Port of New York," which meets requirements. All five new shows will continue.

"Twelve O'Clock High," with Dean Murphy and Betty Bruce on stage, should give the Roxy about \$85,000 in a strong second week. "Man on the Eiffel Tower" probably will reach \$23,000 in a good second week at the Criterion. "Samson and Delilah" is doing consistently good business at the Rivoli, where \$41,000 is figured for the seventh week. "Tight Little Island" is still drawing good money at the Trans Lux, estimated at \$10,000 for the sixth week. "Battleground" is losing a little ground at the Astor, where \$17,500 is indicated for a 13th week. "The Red Shoes" continues to draw well, with \$7,900 in prospect for a 68th week at the Bijou.

"My Foolish Heart," with a stage show, figures to bring in about \$100,000 in a rather slow third and final week at the Music Hall; it will be followed tomorrow by "Young Man with a Horn." "Ambush," with the Ink Spots on stage, will give the Capitol an estimated \$50,000 in a fair enough third and final week and will be replaced today by "Mrs. Mike." "Sands of Iwo Jima" is holding up firmly at the Mayfair, where the sixth week's take is estimated at \$24,000.

TODAY'S the day!



WEDNESDAY, FEBRUARY 8th
World Premiere
R K O ORPHEUM THEATRE, New Orleans
"Francis"

DONALD O'CONNOR • PATRICIA MEDINA
ZASU PITTS • RAY COLLINS • JOHN McINTIRE
and "FRANCIS", The Old Army Mule who TALKS
Screenplay by DAVID STERN • Adapted from the Novel by DAVID STERN • Produced by ROBERT ARTHUR • Directed by ARTHUR LUBIN • A UNIVERSAL-INTERNATIONAL PICTURE



Francis
the G.I.'s favorite
pin up personality
today becomes America's
boxoffice* darling!

M-G-M Lists Staff Changes

Six promotions in the M-G-M field sales force were announced by the company yesterday, following the return of William F. Rodgers, sales vice-president, from a vacation in Miami. In addition there have been three switches in bookers.

Matthew Donahue, Boston booker, has been promoted to salesman in Chicago; Solly Gold, booker at Chicago, has been promoted to chief booker at the same office; Mel Edelstein, Milwaukee booker, has been elevated to an identical post, the Chicago branch; Helmer Mosley, office manager at Charlotte, has been promoted to salesman at New Orleans; Vincent Flynn, Milwaukee salesman, is in a sales post at Philadelphia; George Booth, apprentice booker at Milwaukee, has been promoted to booker at the same exchange, succeeding Edelstein; Gerald P. McGowan, student booker at Albany, has been transferred to Indianapolis in a similar assignment; Wayne Brown is a new addition at the Milwaukee office, starting Feb. 13 when he will begin sales training there; Arthur Sklar of the home office has been made office manager at Charlotte, succeeding Mosley.

Levey Acquires 'Fabiola'

Jules Levey has acquired distribution rights to "Fabiola" for the United States, United Kingdom, Australia and New Zealand. The picture stars Michele Morgan and Michel Simon. Levey has Italian, French, German and Spanish versions and is preparing one in English.



9 "Cisco Kids"
Now Available

See Your
Local Devonshire Man NOW!

DEVONSHIRE FILM CORP.

185 Devonshire St., Boston, Mass.

Review

"The Baron of Arizona"

(Lippert Productions)

Hollywood, Feb. 7

THE strongest marquee names to date for a Lippert production should give exhibitors something to go to town on in "Baron of Arizona," a picture that deals with a little-publicized early American historical incident. Vincent Price, Ellen Drew and Beulah Bondi head the cast in this story of a fantastically elaborate fraud that almost succeeded. Writer-director Samuel Fuller and producer Carl K. Hittleman, the same combination responsible for the company's successful "I Shot Jesse James," share honors.

James Addison Reavis, U. S. land office clerk, sets out in 1861 to counterfeit records that would prove the Arizona Territory to belong to one Baroness Sofia Peralta by reason of a Spanish grant made to her ancestor by King Ferdinand VI of Spain. To gain access to 15th century archives for purposes of forgery, he pretends to become a monk at the monastery where they are kept, fleeing when he has achieved his end. Earlier, he has carved a title claim on a desert rock, has taken over the care of a founding who is taught that she is Baroness Peralta, and supplied a remote cemetery with the necessary graves of fictitious ancestors. He later marries her and, as Baron of Arizona, presents his claim to the territory. The U. S. Government is deceived and offers him \$25,000,000 for his holdings, which he rejects, but a government historical-records expert finally proves his documents forgeries and he confesses fraud, spending six years in jail but rejoining his still faithful wife on his release.

The large cast of able players also includes Vladimir Sokoloff, Reed Hadley, Robert Barratt and Robin Short. The preview print included a "thirty years later" introduction which will probably be eliminated since it tells too much of the story and spoils the suspense element.

Running time, 93 minutes. General audience classification. Release date, not set.

Truman Backer Lashes Tax

(Continued from page 1)

considered a luxury, he said, "this tax bears heavily on amusement, relaxation and recreation costs of our people. It is responsible for a decline in attendance at movies. It is responsible for huge losses in a heretofore profitable business. It is responsible for the dismissal of employees in moving-picture theatres."

The tax not only restricts business, Young said, "but is an indefensible tax on the poor man's entertainment and the pleasure of children." He particularly attacked the failure "to distinguish between the low-priced suburban or country movie and the big high-priced first-run city theatres."

Concluded Young: "I cannot believe the financial solvency of the U. S. will be impaired by removing this 20 per cent tax. As a member of the Ways and Means Committee, I expect to vote to remove these excise taxes on admissions or at least cut them in half. I denounce them as restrictive, regressive, obnoxious and atrocious."

At committee hearings today, members gave a very favorable reception to Treasury proposals for eliminating "single-feature" corporations. Two Republicans—Kean of New Jersey and Jenkins of Ohio—and two Democrats—Mills of Arkansas and Carroll of Colorado—indicated approval of the plan.

Urge Stockholders to Join Fight to Repeal 20% Tax

Stockholders who have investments in companies in the industry are being asked to join the letter-writing campaign on behalf of repeal of the 20 per cent ticket tax. A letter from an investor in a film or theatre corporation to a member of the House Ways and Means Committee will carry weight, says the Council of Motion Picture Organizations tax committee. Warner Bros. included a tax message in its annual statement to stockholders. Twentieth Century-Fox and

Loew's will ask stockholder cooperation when sending out their next dividend checks.

Chicago Tax Drive in Full Force by Weekend

CHICAGO, Feb. 7.—Representatives of 276 theatres at a meeting today conducted by Jack Kirsch, Illinois Allied head and co-chairman of the COMPO exhibitor committee, set in motion the plan whereby trailers, petitions, posters and all campaign material would be in full use in all theatres here by the weekend. Each theatre will receive twice the number of petitions as its seating capacity in this initial drive. 700,000 petitions will be circulated in theatres here.

Kansas City Meeting Pushes Coordinated Repeal Efforts

KANSAS CITY, Feb. 7.—Further coordination of Federal admission tax repeal efforts in the Kansas City exchange area were developed at a meeting held in the 20th Century-Fox screening room. Present were 35 branch managers, circuit representatives and members of the tax repeal committees set up by the Kansas-Missouri Theatre Owners Association and the Allied unit of this territory, which are working together.

James W. Lewis, head of the distributors' committee presided at the meeting. Ben Adams heads the Allied committee, with R. R. Biechele chairman of the K-MTOA group.

Salmon Offers Saving Bond For Best Anti-Tax Essay

A \$25 savings bond is offered by Montague Salmon, managing director of the Rivoli Theatre here, to the author of the best 100-word essay on the subject, "Why the 20 per cent tax on movie admissions should be removed." The contest, which will end on Feb. 28, is in support of the campaign to end the tax as "unfair, discriminatory and without valid or moral excuse."

'Stromboli'

(Continued from page 1)

to refuse to show the picture, scheduled to open Feb. 15. Meanwhile Ohio's Attorney General Herbert S. Duffy was reported deliberating over an opinion whether the state can withdraw approval of "Stromboli," already given by the Education Department censors.

Charging that Miss Bergman has "disgraced" the film industry, manager Hal Burridge of the Orleans Theatre, Orleans, Neb., was quoted as saying "Under Capricorn," with Miss Bergman starred, should not be shown there as scheduled.

Ministers Ask Ban

The Birmingham, Ala., Protestant Ministers Association was reported to have voted to ask theatres to ban all films in which Miss Bergman appears or which Rossellini directs. Sioux City, Ia., Catholics, wire services said, were asked to pass up the film by Bishop Joseph Muller. The Abilene, Tex., reviewing board reportedly asked exhibitors not to show "Stromboli." The Albuquerque, N. M., Ministerial Alliance called on citizens to boycott the picture, it was reported from there. Rep. Blount, of Big Spring, Tex., introduced a resolution in the Texas Legislature to ban the film.

Meanwhile, however, Sydney R. Taub, chairman of the Maryland Motion Picture Censor Board, announced it had approved the showing of "Stromboli" because the law makes no provision regarding "the private lives of the performers."

Memphis Censors View 'Stromboli'; Ban It

MEMPHIS, Feb. 7.—The Memphis censor board, whose chairman, Lloyd T. Binford had said RKO's "Stromboli" would be banned without the board even seeing it, tonight banned the film from Memphis and Shelby County screens after viewing it here.

CHICAGO, Feb. 7.—There has arisen no organized opposition here to the showing of "Stromboli," which is scheduled to open at the Grand Theatre, Feb. 15. Jack Kirsch, local Allied leader, said he is taking no position against the showing of it.



**Big Boom
for Undertakers**
who handle
people who
die laughin...

"THE GREAT RUPERT"

is responsible!

An Eagle Lion Films Release

Organize New Mexican Group

MEXICO CITY, Feb. 7.—A new exhibitors organization, headed by ex-President Abelardo L. Rordriguez, has been formed here with the backing of the semi-official Credito Cinematografico Mexicano, which has resources of \$4,500,000. Other officers are Jose U. Calderon and Samuel Granat, vice-presidents, and Luis Castro, treasurer.

Canadian Industry to Aid 'Brotherhood'

TORONTO, Feb. 7.—A committee of the Canadian film industry has drawn up plans for co-operation in the observance of "Brotherhood Week," Feb. 19-26 in Canadian theatres. The group includes J. J. Fitzgibbons, Russell M. Masters, Gordon Lightstone, Arthur Silverstone and Jule Allen.

Warner at FCC Hearings

WASHINGTON, Feb. 7.—Warner Brothers will take part in forthcoming Federal Communications Commission hearings on the status of anti-trust law violators, Warner attorneys said here today.

Help make Better Americans—
Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

Ted R. Gamble Reports Big Brotherhood Success; Stresses Need for Members

All phases of the industry's effort to promote Brotherhood Week 1950, have met with "tremendous success," it was reported yesterday by Ted R. Gamble, national chairman of the motion picture division of the National Conference of Christians and Jews. He said that thousands of theatres already have pledged complete support, and that a record number of branches have reported 100% participation in the Feb. 19-26 drive.

Gamble again stressed the urgent need for 10 new members in the National Conference from each theatre in the country. He said if this is accomplished "we will have made an important contribution to a worthy fight against bigotry and racial discrimination."

He also announced that six additional branches have reported 100 per cent participation in Brotherhood Week. These are: Paramount, Albany; RKO, Des Moines, Universal, Cleveland, and Film Classics in Chicago and Dallas.

RKO To Court

(Continued from page 1)

as called for in its consent decree. RKO reportedly considers the circuit to have a market value of about \$3,000,000.

RKO also has been unsuccessful in disposing of its stock in Metropolitan Playhouses, extensive New York circuit, and probably will trustee this holding, which amounts to about one-sixth of the total ownership, rather than take any legal action.

As for its other joint interests which must be settled by Feb. 16, the company is said to be optimistic that agreement will be reached with the Hyman Brothers in the split of their co-ownership of a Huntington, Va., circuit of seven houses and negotiations will continue with Skouras Theatres.

N. Y. Journal Aids

(Continued from page 1)

Silas F. Seadler, advertising manager of M-G-M, in behalf of all companies. It consisted of a series of house ads contributed by the *Journal-American*. Each advertisement reproduced a still from a forthcoming picture and, together with the slogan "Let's Go to the Movies," presented copy urging more frequent attendance, selling at the same time the film services of the publication itself.

AMPP Reelects

(Continued from page 1)

man succeeded Leon Goldberg, who joined Universal this year, on the board for RKO, and Robert Newman replaced Allen Wilson for Republic.

Discuss USSR Offer Today

Doubt was expressed in film export circles here yesterday that the American industry will close a deal with the Soviet Union for sale of less than 20 pictures which the Russians originally agreed to take, notwithstanding Motion Picture Association of America Eric A. Johnston's disclosure on Monday that he has been informed by Moscow that the Soviet Film Ministry tentatively has selected seven from a list of 100.

The MPAA will hold a meeting here today of company foreign managers, at which the latest Russian offer is expected to come up for full discussion.

Plans for Fight on Lama Drive-in Bill

ALBANY, N. Y., Feb. 7.—Orrin Judd, counsel for the Metropolitan Motion Picture Theatres Association, said last night that he plans to outline in letters to Assembly Codes Committee chairman Malcolm Wilson and Assemblyman Alfred Lama the MMPTA's reasons for opposing the Lama bill banning future construction of drive-ins within the limits of cities of 250,000 or more population. Judd has conferred with Wilson on the subject.

TV Spots for 'Third Man'

National television film spots will be used to promote the Selznick-Korda release, "The Third Man."

from
Warner
Bros.
to
Radio
City
Music
Hall
Tomorrow!

"Young
man
with a
horn"

A GREAT SCOTT PICTURE!

Topping even such
bullet-hot hits
as his

GUNFIGHTERS

in CINECOLOR

CORONER CREEK

in CINECOLOR

**THE DOOLINS OF
OKLAHOMA**



COLUMBIA PICTURES
presents

RANDOLPH SCOTT

The Nevadan

DOROTHY MALONE · FORREST TUCKER · FRANK FAYLEN

GEORGE MACREADY

in CINECOLOR

Charles Kemper · Jeff Corey · Tom Powers · Jock O'Mahoney

Story and Screen Play by George W. George and George F. Slavin

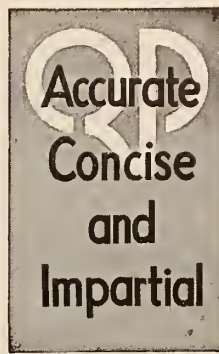
A SCOTT-BROWN PRODUCTION

Directed by GORDON DOUGLAS · Produced by HARRY JOE BROWN

Have YOU Ordered Your Tax Trailer from National Screen? Do It Today!



MOTION PICTURE DAILY



VOL. 67, NO. 28

NEW YORK, U. S. A., THURSDAY, FEBRUARY 9, 1950

TEN CENTS

RKO Files for Judgment In Reade Split-up

N.J. Court's Show Cause Order Returnable Feb. 15

New Jersey Superior Court, Trenton, entered yesterday an order that Trenton-New Brunswick Theatres, Long Park, Inc., Walter Reade, Jr., Trenton Theatre Building Co., and Richard M. Huber, show cause why there should not be entered a judgment dissolving Trenton-New Brunswick and continuing the directors as trustees in dissolution. The order is returnable on Feb. 15.

The court ordered also that the present four directors of Trenton-New Brunswick, namely, Malcolm Kingsberg, Sol A. Schwartz, Reade and Huber continue as temporary trustees in charge of the company's business and affairs, subject to the supervision of the court, for the purpose of preserving and protecting the business and assets of the company with all the powers vested in trustees in dissolution under the laws of the state.

Kingsberg, RKO Theatres president. (Continued on page 4)

Nathanson in UA Eastern Sales Post

Nat Nathanson, United Artists' branch manager in Chicago, has been appointed Eastern and Canadian general sales manager succeeding the late Edward M. Schnitzer, it was announced here yesterday by Gradwell L. Sears, UA president. Nathanson takes over his new post at once.

Nathanson has been with United Artists throughout his career in the industry, some 15 years.

Hendel and Zomnir Of E-L Promoted

Eagle-Lion's James Hendel, Pittsburgh branch manager, has been promoted to New York district manager, and John Zomnir, Pittsburgh sales manager has been named branch manager to replace Hendel, by William J. Heineman, company sales vice-president. Hendel succeeds Harris Dudleson, who recently resigned.

Divorcement in Three Years, Is Court Order

Give Separate Decree to UA, Columbia, 'U'

The separate decree entered by the three-judge Federal statutory court here yesterday applicable to Columbia, United Artists and Universal, referred to by the court as "the minor defendants," was limited to six pages, only three of which were devoted to operational practices.

The separate decree repeats the previous injunctions restraining the three companies from eight illegal trade practices. In addition, it substitutes

(Continued on page 4)

Cite Para. Decree at House Unit Hearing

WASHINGTON, Feb. 8.—The Paramount consent decree was cited by the Justice Department today as showing the drawbacks of a pending bill to require the Justice Department to file with Congress detailed information on all consent decrees.

Anti-trust chief Herbert A. Berg- (Continued on page 4)

Federal Jurists Enter Final Decrees for Six Companies; Theatre Divestiture Plans Must Be Submitted to Court in One Year

By GENE ARNEEL

Handing down its decree in the industry anti-trust suit, the U. S. Statutory Court here unequivocally ordered divorcement yesterday for Loew's, Warners and 20th Century-Fox, to be consummated within a period of three years. Additionally, the Federal tribunal told the three companies and the Department of Justice to submit plans for theatre divestiture within one year and left the extent of divestiture and time limitations to be decided at further court proceedings.

Orders Divestiture Of 31 Theatres in TowneTrust Ruling

CHICAGO, Feb. 8.—Federal Judge John P. Barnes has ruled in the anti-trust action brought by Towne Theatre, Milwaukee, against eight distributors, that a decree be entered in accordance with the plaintiff's prayer that the defendants' 31 theatres in the Milwaukee area be divested. They are the Wisconsin, Palace and Strand (Fox-Wisconsin); Warner, Alhambra and Riverside (Warner), all downtown, and 25 Fox-Wisconsin outlying houses. Findings further stipulate that an injunction, not yet drawn

(Continued on page 4)

Answering the companies' bid for a possible escape from total divorcement through the creation of competitive conditions in the industry, the court said in its findings of fact and conclusions of law: "Effective relief from the monopoly power and its exercise by the major defendants cannot be obtained without divorcement."

The same set of distribution restraints placed on the three majors was imposed also on United Artists, Universal and Columbia in a separate decree. It covered injunctions against price-fixing, unreasonable clearances, franchises, formula deals, master agreements, conditioning the licensing of one film on the licensing of one or more others, and ordered licensing theatre by theatre.

For all six companies, the court said it thought arbitration was effective and "authorized" but did not specifically order the setting up of a new system of arbitration under the (Continued on page 4)

Justice Still Sees Areas for Future Consent Decrees

Levy Asks Studios to Pay All Ascap Fees

SPRINGFIELD, Ill., Feb. 9.—Any agreement reached by producers and Ascap for payment of performance rights should specifically exclude collections from exhibitors, Herman Levy, Theatre Owners of American general counsel, will say here today at the convention of the United Theatre Owners of Illinois.

"Payments to Ascap by production should be sufficiently nominal to be completely absorbed without reim-

(Continued on page 5)

WASHINGTON, Feb. 8.—Justice Department officials here were reluctant to comment on the effect of the New York District Court decree on pending consent decree negotiations without seeing the decree's text, but said in general it would be most difficult, if not ridiculous, to negotiate a consent decree on any of the points covered by district court decree.

It is still possible and even probable, however, to negotiate decrees on points not covered by the district court decree—for example, on divestiture, it was said.

The Justice Department all along has not rushed on consent decrees, figuring it could do just as well or better in the district court decision.

Technicolor Suit Progress Uncertain

Washington, Feb. 8.—Justice Department attorneys said today that they still did not know whether there would be a consent decree, arguments, or a further postponement in the Technicolor anti-trust suit.

It is scheduled to go before the Los Angeles District Court today. Indications were the outcome would depend on some last-minute negotiations tomorrow morning.

Personal Mention

RUBE JACKTER, Columbia assistant general sales manager, will leave here on Monday for Dallas.

IRVING SOCHIN, sales head of Universal-International's Prestige Pictures, will leave here today for Baltimore, Washington and Philadelphia.

WALTER GOULD, who heads his own film export-import company, is due back in New York on Monday from Europe.

JULES LAPIDUS, Warner Eastern and Canadian sales manager, is in Gloversville, N. Y., today from here.

ARTHUR LUBIN, Universal-International director, will arrive here tomorrow from New Orleans.

R. M. SAVINI, Astor Pictures president, will return here today from a tour of the South.

JOHN KIRBY, Warner Southern sales manager, will leave here today for Jacksonville.

ROBERT L. LIPPERT is in Chicago from Hollywood.

Must Spend More on Films for TV: Cohn

Pointing out that the problems of film programming for television are "primarily economic," Ralph M. Cohn, manager of the television department of Columbia's Screen Gems, Inc., told the Television Broadcasters Association television clinic at the Waldorf-Astoria Hotel here yesterday that "whatever techniques are devised to make motion pictures less expensively, it will still be necessary, in order to reach a standard equal to what audiences have come to expect from their local movie houses, the theatre, and the best of 'live' programming, to spend considerably more money than is presently being spent."

Cohn reminded that, "With slightly over 50 markets to choose from, very few producers can afford to take the risk of investing in the neighborhood of \$500,000 to produce a series of 52 half-hour film programs."

Charles Perry Dead

DETROIT, Feb. 8.—Charles C. Perry, 60, managing director of the Adams and Downtown theatres, properties of the Harry and Elmer Balaban Corp. of Chicago, died here on Monday from a heart ailment. He had been in the theatre business for 44 years and was very active in industry and local charities. The Detroit Variety Club conducted services today. The widow, Perry's mother and a sister survive.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.

Rhoden Heads New Kansas City Industrywide Group

Rembusch or Berger Seen New Allied Head

WASHINGTON, Feb. 8.—By Friday night, there will be a new president of Allied States Association. Present prospect is that it will be either Truman Rembusch or Benny Berger.

Election of new officers is one of the key items on the agenda of the mid-winter Allied board meeting at the Statler Hotel here tomorrow and Friday. Allied's Caravan Committee met all of today.

In addition to the election of officers, the board will take up competitive bidding, voluntary commercial arbitration of clearance disputes, ratification of COMPO, television, a nation-wide box-office survey, and some 25 other items.

Law Institute Offers Class on TV, Radio

Radio and television law problems will be analyzed by a panel of experts at a series of evening sessions, offered by the Practising Law Institute at the Hotel Roosevelt here beginning Feb. 28, it is announced by David Solinger, New York attorney and course chairman.

Among those participating in the panel discussions will be, in addition to Solinger, Herman Finkelstein, Ascap general counsel, Edward E. Colton, motion picture industry negotiator; Nathan Lefkowitz, secretary, William Morris Agency; Louis Nizer, Milton Arnold Kramer and T. Newman Lawler, attorneys in the film industry; Gustave B. Margraf, NBC vice-president and general counsel; Robert P. Myers, NBC assistant general counsel; Joseph A. McDonald, ABC vice-president and general counsel; Howard L. Housman, CBS vice-president; Don Petty, general counsel for the National Association of Broadcasters.

Reelect Disney Board And Declare Dividend

HOLLYWOOD, Feb. 8.—Walt Disney Productions stockholders at their annual meeting today, re-elected all incumbent directors. The board declared a regular quarterly dividend of 37½ cents per share on six per cent cumulative preferred stock payable April 1 to stockholders of record on March 18. Principal officers were re-elected and Oliver B. Johnston was elected vice-president in charge of character merchandising to take charge of the operations formerly conducted by the late Kay Kamen.

'P.A.'s for Rex Allen

A series of personal appearances will launch Republic's new cowboy star, Rex Allen, and his first picture, "Arizona Cowboy," in February and March, starting Feb. 17-18 at the Balboa theatre in San Diego, Cal.

KANSAS CITY, Feb. 8.—Elmer C. Rhoden, president of Fox Midwest, was elected president of the Motion Picture Association of Greater Kansas City, at an organization meeting held here yesterday.

The association is to be representative of the entire industry locally, including producers, distributors, exhibitors, equipment firms, craft unions, trade publications, newspapers and radio. It is designed to coordinate industry activities in public relations, charity and welfare.

Arthur H. Cole, Paramount, and Jay Means, exhibitor, are vice-presidents. Other officers are: Senn Lawler, Fox Midwest, secretary; Sam Abend, Film Delivery, treasurer. Committee chairmen are: R. R. Biechele, Osage Theatre, legislative; M. D. Cohn, Paramount Theatre, public relations; Arthur Cole, charities and public welfare; Louis Patz, National Screen, membership and finance. Directors, in addition to officers and chairmen are: W. E. Truog, United Artists; Ben Shlyen, Associated Publications; James W. Lewis, RKO; Robert Shelton, Commonwealth Theatres; George Baker, Baker Enterprises; A. J. Becker, Associated Theatres; Felix Snow, IATSE, and Stanley Durwood, Durwood Theatres.

New SRO Unit for Foreign Productions

Selznick Releasing Organization has set up a new department for distribution in the U. S. of "quality" pictures produced abroad. Manny Reiner, former SRO sales manager for Latin America and Australasia will be in charge, under supervision of SRO vice-president Sidney G. Deneau.

The new unit will include special exploitation men who will handle at local levels promotion of the pictures for which David O. Selznick is said to be personally negotiating with foreign producers.

Legion Reviews 12; Six in Class B

Twelve additional films have been reviewed by the National Legion of Decency, with RKO's "Cinderella," Film Classics' "The Flying Saucer" and Columbia's "The Palomino" classified as "A," Section I. Placed in Class A, Section II, were "Mother Didn't Tell Me," 20th Century-Fox; "Stromboli," RKO, and "The Third Man," SRO.

Rated Class B were "The Eagle and the Hawk" and "Paid in Full," Paramount; "Hollywood Varieties," Lippert; "Key to the City," M-G-M; "Never Fear," Eagle-Lion and "Pagliacci," Motions Picture Sales Corp.

Notables at Opening Of '12 O'Clock High'

WASHINGTON, Feb. 8.—Diplomatic, military and industry notables gathered here last night for the Washington premiere of Darryl F. Zanuck's "Twelve O'Clock High" at Loew's Palace Theatre.

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

NEWS in Brief . . .

MOTION Picture Association of America president Eric A. Johnston arrived here yesterday from Washington to confer with MPAA's New York executive staff and may attend a meeting today of company foreign managers, originally scheduled for yesterday.

Chicago, Feb. 8.—RKO today filed a petition with Federal Judge Michael J. Igoe seeking an extended run for "Cinderella," to open at the RKO Palace Feb. 11.

OTTAWA, Feb. 8.—Films to be shown in 36 theatres in Northwestern Ontario will be censored by the Manitoba censor board at Winnipeg, effective March 1. In connection therewith J. S. Anderson, chairman of the Manitoba board, will become a member of the Ontario censor board.

Detroit, Feb. 8.—Members of IATSE Local No. 199 have reelected Frank Kinsora of the Palms Theatre, president, and Roger Kennedy, business agent, for two-year terms.

ALBANY, N. Y., Feb. 8.—An editorial in *The Evangelist*, Catholic diocesan paper, urged "crowded houses" for "Guilty of Treason," film of the Cardinal Mindszenty "trial behind a trial," at the Strand and other theatres in the diocese playing the picture.

Sullivan to Chicago On Film Slogan Talks

Theatre Owners of America executive director Gael Sullivan is due in Chicago on Saturday from Springfield, Ill., where he is attending the convention of the United Theatre Owners of Illinois. While in Chicago, Sullivan is expected to confer with Edwin Silverman, head of Essaness Circuit, and John Balaban, president of Balaban and Katz, relative to a series of industry promotional film slogans which the TOA may propose for use in all industry advertisements and radio spot announcements. Silverman has proposed a number of such slogans.

Mexican Group Asks Big Membership Fee

MEXICO CITY, Feb. 8.—The Association of Producers and Distributors of Mexican Motion Pictures has become very exclusive. It now limits new membership to those who can pay an entry fee of \$1,160 each, which will go to the organization's working fund. The reason for the high fee is that the association seeks to restrict membership and wants only the most financially solvent members. Members who have not made a picture since 1948 and desire to resume production must pay the \$1,160 fee, but those belonging to the National Actors Association who want to produce pictures are exempt from the fee.

LIGHTS UP TODAY!

TO
RADIO CITY
MUSIC HALL

COME
KIRK
DOUGLAS
AND
LAUREN
BACALL
AND
DORIS
DAY
and
HOAGY CARMICHAEL



WARNER
BROS.

**"Young
man
with a
horn"**



WITH JUANO HERNANDEZ

PRODUCED BY

JERRY WALD

DIRECTED BY

MICHAEL CURTIZ

SCREEN PLAY BY CARL FOREMAN
AND EDMUND H. NORTH

FROM THE NOVEL BY DOROTHY BAKER
MUSICAL DIRECTION BY RAY HEINDORF



HAVE YOU ORDERED YOUR TAX TRAILER
FROM NATIONAL SCREEN?

RKO Files for Divorcement in 3 Years

Judgment In Reade Split-up

(Continued from page 1)

dent, stated that RKO and the Reade interests had been unable to reach an agreement as to the disposition of their joint interests and as to the future management of the affairs of the 11-theatre circuit and that it appeared that the only solution to these matters was a dissolution of the company and the sale of its assets.

The RKO board at a meeting here Tuesday authorized the immediate institution of legal proceedings seeking dissolution of Trenton-New Brunswick. Since a settlement could not be negotiated the board felt compelled to take definite action by Feb. 16 as called for in its consent decree. RKO reportedly considers the circuit to have a market value of about \$3,000,000.

Towne Ruling

(Continued from page 1)

up, be granted. Attorney Thomas McConnell will move tomorrow to have a judgment entered on the findings of fact order issued Tuesday by Judge Barnes, who held that the Towne be awarded damages of \$1,295,878, plus court costs and attorney fees.

"Until defendants did some act to disavow or defeat the illegal purpose to monopolize and fix prices," Judge Barnes held, "defendants are still evading the provisions of the anti-trust laws. In entering an injunction herein, this court has the power to uproot all parts of the illegal scheme in order to rid the trade of all taint of the illegal conspiracy."

Polio Money Stolen

LEXINGTON, TENN., Feb. 8.—Manager Guy B. Amis reports the theft from the Princess theatre of the box containing collections for the polio campaign. "The meanest thief" snatched it as he left the theatre.



It's split
more sides
than the
head butcher at
Swift and Co.

"THE GREAT RUPERT"

An Eagle Lion Films Release

Divorcement in 3 Years

(Continued from page 1)

American Arbitration Association.

Warner's, Loew's and 20th-Fox were directed to submit their plans for divorcement within a period of six months. The government was given three months thereafter to file objections and proposed amended or alternative plans. The court said it will then hold new hearings to decide on the acceptability of the plans and proposals.

At the most recent hearings in the case, the government had demanded a period of only 18 months for completion of divorcement and the companies wanted five years. Thus the decree strikes a compromise.

Get 6 More Months

When the plans for divestiture are filed within one year, all parties will have an additional six months to file objections and proposed amended or alternative plans. The court will take it from there with new hearings.

Yesterday's decree was signed by Federal Judges Augustus N. Hand, Henry W. Goddard and Alfred C. Coxe, who ruled in favor of the companies on two issues which had been argued strongly at the last sessions on the form of the order.

Win Two Points

On one, the judgment allows the production-distribution companies, upon completion of divorcement, to acquire theatres with approval of the court and upon proof such acquisitions will not unduly restrain competition. The new theatre companies stemming from divorcement similarly will be permitted to enter distribution (production is not mentioned) with the same restraints.

On the second point, each of the three companies, during the three-year period before completion of divorcement, is free to sell its own product to its own theatres on a non-competitive basis. This freedom was given Paramount under terms of its consent decree but RKO, from the time its consent judgment was entered, has been called upon to license its product to all theatres, including its own, competitively.

The three major defendants, like Paramount and RKO, are enjoined

from selling any theatres to each other or to any of the "Little Three."

The decree is directed against the present defendants in addition to the production-distribution companies and circuits which are to be formed under the divorcement order.

Restraints Listed

They are enjoined from: pooling agreements whereby theatres of two or more exhibitors normally in competition are operated as a unit; acquiring theatres in a competitive area where a pool operates without first offering them for inclusion in the pool; sharing any joint interests among themselves; from acquiring a beneficial interest in any additional theatre unless the court is satisfied that competition will not be unduly restrained, or as a replacement for one which has been destroyed, converted into a non-theatrical structure, or for which the lease is lost, and from booking or buying features for any of its theatres through an agent known to be acting for another exhibitor.

The separate decrees against the three majors and the "Little Three" were accompanied by 67 pages of findings and conclusions. Rather than singling out the business conduct and physical make-up of any individual defendant, the court found: "There is substantial proof that monopoly power existed among the eight distributor defendants who were all working together . . . Defendants must be viewed collectively rather than independently as to the power which they exercised over the market by major defendants' theatre holdings."

One specific finding had it that Loew's, which had pointed to the limited number of its theatre properties, was in a "continuing arrangement" with RKO for a division of product in the New York area. The court's conclusion was that Loew's, as well as 20th-Fox and Warners, was in violation of the anti-trust laws.

The court said it will maintain jurisdiction over the case and ordered the Justice Department to have access to the companies' books and ledgers on any matters relating to the case for purposes of determining compliance with the decree.

Cite Para. Decree

(Continued from page 1)

son told a House Judiciary sub-committee that the Paramount decree had nine major divisions, each with 10 or more separate injunctive provisions, and that to require the Department to file full details on each provision would impose "an onerous and almost impossible burden."

Bergson defended consent decrees as an effective method for disposing of cases expeditiously. He said the public interest was fully protected by the Department and the courts, and mentioned that in the Technicolor case, the Los Angeles court conducted a three-day hearing on the consent judgment proposed for Eastman Kodak, and approved it only after several changes.

The sub-committee, after hearing

Bergson, agreed to shelve the bill if the Department would voluntarily give Congress general information on each decree. Bergson pointed out such information is already being made public.

UN Official Feted at Paramount Studio

HOLLYWOOD, Feb. 8. — Benjamin Cohen, Assistant Secretary General of the United Nations, was honor guest at Paramount yesterday of Henry Ginsberg, studio head. They held a luncheon-conference during which they discussed matters of mutual interest. Cohen also held discussions with Cecil B. DeMille, William Wyler and Billy Wilder. The United Nations official is in Hollywood to confer with motion picture executives regarding a closer relationship with the United Nations.

'Little Three' Decree

(Continued from page 1)

new findings of fact and conclusions of law for the old. As a document separate from the decree applicable to Loew's, 20th Century-Fox and Warner Brothers, it severed the "Little Three" from future treble damage actions which might be brought against the others on the basis of the decree.

One of the noteworthy aspects of the decree for the "Little Three" is its failure to enjoin them, as the government requested, from the acquisition of theatres in the future.

The eight trade practices from which they are enjoined are: the fixing of minimum admission prices in license agreements "by any means"; the maintenance of a system of clearances; the granting of clearance between theatres not in substantial competition; the granting of unreasonable clearances between theatres in substantial competition, with the burden of proof on the distributor in the event the clearance granted is challenged.

Define Illegal Practices

Also: the "Little Three" are enjoined from performing or making franchise agreements except to enhance competition between an independent and an affiliated or formerly affiliated theatre; enjoined from making or performing formula deals or master agreements; from conditioning the licensing of one feature upon the licensing of other features, with a 20 per cent cancellation to be granted for features not trade-shown before they are licensed. They are also directed to offer each feature "theatre by theatre," without discrimination.

The decree authorizes the "Little Three" to participate in any voluntary industry arbitration system, with an appeal board, organized with the court's approval.

The decree contains the usual grant to the Department of Justice of access to defendants' books and records for obtaining compliance with the decree. Jurisdiction is retained by the court.

Says Studios Want Exhibitor Tips

DETROIT, Feb. 8.—Hollywood wants to hear from theatre owners about what the public likes in pictures, said Robert L. Lippert, president of Lippert Productions, at a luncheon-meeting of local exhibitors.

"Exhibitors know more than any other group about what the public wants and say less to Hollywood about it," Lippert added.

KEEP YOUR EYE ON...



Damon Runyon's

JOHNNY ONE-EYE

Produced by Benedict Bogeaus
thru U.A.

Unions Appealed to For Tax Fight Aid

Metropolitan Motion Picture Theatres Association will mail today to hundreds of unions in the New York area letters urging all union members and their families to support the fight for repeal of the Federal 20 per cent admission tax.

Letters will go out over the signature of Emanuel Frisch, chairman of the New York Motion Picture Exhibitors Committee for Repeal, with MMPTA executive director D. John Phillips handling physical details.

'Stromboli' Action In More Territories

Reaction to Roberto Rossellini's "Stromboli" has increased as further cancellations of the film starring Ingrid Bergman were reported. Karl Hoblitzelle, president of Interstate Theatres, Dallas, announced that the film will not be shown in the circuit's 175 houses.

Boston's city censor Walter Milliken reports he has received no protests on the film, which he expects to preview early next week.

In McAlester, Okla., Alex Blue, manager of five theatres, declared that not only "Stromboli" but all other Bergman pictures which were scheduled there had been cancelled.

In Columbus, O., officials of the J. Real Neth circuit announced the withdrawal of "Intermezzo," a reissue starring Miss Bergman, after an estimated 75 patrons walked out of the circuit's Markham Theatre.

Levy Asks Studios

(Continued from page 1)

bursement from exhibition," Levy will say. "If this does not happen, a harrowing howl will arise from exhibition."

Levy will also criticize "unwarranted and unnecessary use of competitive bidding" by distribution which sometimes "appears to be, *prima facie* at least, an attempt to obtain increased film rentals. There are legal and economically sound ways of providing product to competing exhibitors without resort to competitive bidding," Levy will declare. For an exhibitor to pay more for film than his grosses warrant is "unsound, illogical and poor business" that will damage both exhibition and distribution, Levy will warn.

"It may well result is only top pictures being sold, with the others unbought for—and not because of collusion between exhibitors, but because theatres may decide to do without product rather than get involved in bidding. There is substantial evidence that this is already happening," Levy will conclude.

Actor Henry Wilcoxon, Paramount's "travelling ambassador" for Cecil B. DeMille's "Samson and Delilah," will address the convention tomorrow as a representative of production, on the importance of industry public relations.

Cleveland Operators Meet; Launch Drive To Repeal Excise

CLEVELAND, Feb. 8.—Federal tax repeal campaign is in full swing here following a meeting of more than 250 exhibitors held by the Cleveland Motion Picture Exhibitors Association at which Nat Wolf, exhibitor chairman, and Oscar Ruby, distribution chairman, explained exhibition's role in the national drive planned by Compo's tax committee.

Nat Barach, National Screen Service branch manager, was on hand to take orders for trailers, posters and protest cards. Recorded interviews in favor of tax repeal were made by Leonard Greenberger, Fairmount theatre manager; Bert Lefkovich, Community Circuit; Frank Cost, Lake theatre, and "Sly" Pierce, Berea theatre, which were broadcast over WERE.

COLUMBUS, O., Feb. 8.—Columbus theatremen will meet here tomorrow to plan activities in support of the Federal admission tax repeal campaign. Harry Schreiber, RKO city manager, is in charge. Local No. 386, Motion Picture Operators, has also appointed an anti-tax committee, headed by Chester Warner.

NEW HAVEN, Feb. 8.—A joint luncheon-meeting of exhibitors belonging to Motion Picture Theatre Owners of Connecticut and Allied Theatres of Connecticut will be held here on Tuesday to spur exhibition's efforts in support of the admission tax repeal drive.

ALBANY, N. Y., Feb. 8.—Exhibitors in the Albany exchange area have been invited to an emergency luncheon-meeting on Tuesday to co-ordinate efforts in the campaign to repeal the Federal admission tax, Leonard L. Rosenthal, Albany TOA counsel, said here today.

Mass. Legislature Backs Repeal

BOSTON, Feb. 8.—A petition to President Truman and Congress asking for the repeal of excise taxes, including the admission levy, has been passed by the State House of Representatives and concurred in by the Senate. The resolution was introduced yesterday by Rep. Thomas E. Key of Winthrop.

Lauds Warners for Cancelling 'Devil'

ALBANY, N. Y., Feb. 8.—The *Evangelist*, Catholic diocesan paper, commended Warner Theatres for its "ready concern and goodwill for community welfare" in withdrawing "Devil in the Flesh," French importation, after playing only one day at Warner's Ritz here. Following a protest, the change was made and "at no little inconvenience an acceptable substitution was made," said the paper.

New Variety Quarters

CHICAGO, Feb. 8.—New Variety Club quarters to be located at 540 S. Michigan Avenue have been approved by the officers and the board of directors. They will be ready for occupancy within 30 to 60 days.

RKO RADIO PICTURES, Inc.

Change In Date!

TRADE SHOWINGS

"STROMBOLI"

will be held as follows:

ALBANY	Wed.	Feb. 15	8:00 P.M.
Fox Screening Room, 1052 Broadway			
ATLANTA	Wed.	Feb. 15	10:30 A.M.
RKO Screening Room, 195 Luckie St., N.W.			
BOSTON	Wed.	Feb. 15	10:30 A.M.
RKO Screening Room, 122-28 Arlington St.			
BUFFALO	Wed.	Feb. 15	10:30 A.M.
Motion Pic. Oper. Scr. Rm., 498 Pearl Street			
CHARLOTTE	Wed.	Feb. 15	10:30 A.M.
Fox Screening Rm., 308 S. Church Street			
CHICAGO	Wed.	Feb. 15	11:00 A.M.
RKO Screening Rm., 1300 So. Wabash Ave.			
CINCINNATI	Wed.	Feb. 15	10:00 A.M.
RKO Screening Rm., 12 East 6th Street			
CLEVELAND	Wed.	Feb. 15	2:30 P.M.
Fox Screening Rm., 2219 Payne Avenue			
DALLAS	Wed.	Feb. 15	1:30 P.M.
Paramount Screening Rm., 412 S. Harwood St.			
DENVER	Wed.	Feb. 15	10:00 A.M.
Paramount Screening Rm., 2100 Stout Street			
DES MOINES	Wed.	Feb. 15	10:30 A.M.
Fox Screening Rm., 1300 High Street			
DETROIT	Wed.	Feb. 15	10:00 A.M.
Blumenthal's Screening Rm., 2310 Cass Ave.			
INDIANAPOLIS	Wed.	Feb. 15	10:00 A.M.
Universal Screening Rm., 517 N. Illinois St.			
KANSAS CITY	Wed.	Feb. 15	10:30 A.M.
Paramount Screening Rm., 1800 Wyandotte St.			
LOS ANGELES	Wed.	Feb. 15	10:30 A.M.
RKO Screening Rm., 1980 S. Vermont Ave.			
MEMPHIS	Wed.	Feb. 15	1:00 P.M.
Fox Screening Rm., 151 Vance Avenue			
MILWAUKEE	Wed.	Feb. 15	10:00 A.M.
Warner Screening Rm., 212 W. Wisconsin Ave.			
MINNEAPOLIS	Wed.	Feb. 15	10:30 A.M.
Fox Screening Rm., 1015 Currie Avenue			
NEW HAVEN	Wed.	Feb. 15	10:30 A.M.
Fox Screening Rm., 40 Whiting St.			
NEW ORLEANS	Wed.	Feb. 15	10:30 A.M.
Fox Screening Rm., 200 South Liberty St.			
OKLAHOMA	Wed.	Feb. 15	10:30 A.M.
Fox Screening Rm., 10 North Lee St.			
OMAHA	Wed.	Feb. 15	11:00 A.M.
Fox Screening Rm., 1502 Davenport St.			
PHILADELPHIA	Wed.	Feb. 15	2:30 P.M.
RKO Screening Rm., 250 N. 13th Street			
PITTSBURGH	Wed.	Feb. 15	11:00 A.M.
RKO Screening Rm., 1809-13 Blvd. of Allies			
PORTLAND	Wed.	Feb. 15	10:30 A.M.
Star Screening Rm., 925 N.W. 19th Avenue			
ST. LOUIS	Wed.	Feb. 15	11:00 A.M.
RKO Screening Rm., 3143 Olive Street			
SALT LAKE CITY	Wed.	Feb. 15	10:30 A.M.
Fox Screening Rm., 216 E. 1st St. South			
SAN FRANCISCO	Wed.	Feb. 15	10:30 A.M.
RKO Screening Rm., 251 Hyde Street			
SEATTLE	Wed.	Feb. 15	10:30 A.M.
Jewel Box Screening Rm., 2318 Second Ave.			
SIOUX FALLS	Wed.	Feb. 15	10:00 A.M.
Hollywood Thea., 212 N. Phillips Avenue			
WASHINGTON	Wed.	Feb. 15	10:30 A.M.
Fox Screening Rm., 932 New Jersey Avenue			

Sign up now for Brotherhood Week observance at your theatre, Feb. 19-26.

Mr. Martin Quigley *takes pen in hand...*

The legend, "Darryl F. Zanuck Presents," gains a new and brilliant lustre from its main-title position in association with this markedly different kind of motion picture. In the imposing storehouse of Zanuck productions there is nothing quite like "Three Came Home." While stark and realistic at times, it also has moments of quiet, restrained power that bespeak a harvest of both talent and experience.

There is a story behind the story. An American woman, Agnes Newton Keith, born in Oak Park, Illinois, married a British consular agent and went to live in North Borneo. She wrote a book telling of her experiences when she, the lone American, and 79 Europeans became prisoners of the Japanese in the early days of the late war.

The book became a Book of the Month selection and gained a large reading public. It was distinctly out of the usual pattern of motion picture stories and there was little or no competition for it for screen purposes. But Zanuck determinedly acquired it and put in train a long series of preparations which included the photographing of considerable material in Borneo.

The production which eventually ripened out of long and careful preparation is notable in its human impact. While studiously minding its own business in telling its story it becomes incidentally a striking argument against war and the inhumanities that war breeds.

Two of the acting performances, by Claudette Colbert and the veteran Sessue Hayakawa, are of Academy award calibre. Nunnally Johnson makes distinguished contributions as the producer and the writer. The direction by Jean Negulesco is sharp, sensitive and adds up to many moments that are of the stuff

that audiences long remember. In addition to the efforts by the principals two effective performances are contributed by Patric Knowles and Florence Desmond.

The story in which Claudette Colbert plays the real life role of the author of the book is depicted untheatrically and with a great deal of genuineness. The Japanese captors are not made out as melodramatic fiends. They are dealt with much more severely by means of an authentic interpretation of the true facts of their behavior. Hayakawa gives a vivid portrayal of the Japanese militarist's confusion of loyalties, hatreds and devotions.

There is an inspiring example of high courage in the manner in which the Colbert character and the Europeans meet the terror, torment and privation of the three years during which they are the captives of the oriental horde that once so savagely swept through the South Pacific.

"Three Came Home" seems destined to make a sharp impress upon audiences — and upon current screen history as well.

**It also appeared as a Reader's Digest Feature, Mr. Quigley.*

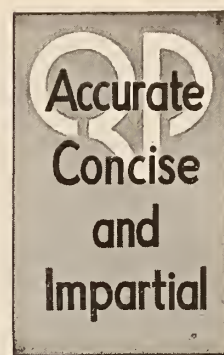


World Premiere, February 20th, Astor Theatre, New York



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MOTION PICTURE DAILY



VOL. 67. NO. 29

NEW YORK, U.S.A., FRIDAY, FEBRUARY 10, 1950

TEN CENTS

New Financing Deal Gives UA Six A Year

Loew, Leserman, Heller, Justman Participating

A production financing arrangement designed to provide a minimum of six pictures a year for distribution by United Artists was approved yesterday by the company's board of directors, as proposed by Joseph Justman, operator of the Motion Picture Center, Hollywood, Gradwell L. Sears, UA president, announced.

Under the terms of the agreement, financing will be made available immediately to independent producers through a corporation which has been formed by David Loew, Carl Leserman and Joseph Justman. The Walter E. Heller Co., Chicago, De Luxe Laboratories and the Motion Picture Center Studios are linked in the deal.

The Loew-Leserman-Justman Corp. will operate under the title of ELJAY Corp. and will have Loew as president, Leserman, vice-president; Justman, treasurer, and Seymour Steinberg, attorney, secretary.

Loew's Appeal Seen Nearer

The three-year divorce order of the U. S. Statutory Court here was taken with little surprise here yesterday and in the absence of official comment an opinion widely expressed was that the decree, which did not spare Loew's, will serve to hasten that company, at least, to the U. S. Supreme Court on appeal. Companies have until April 8 to file for appeal.

Of the three remaining major defendants, Loew's is the only one to show no apparent interest in negotiating.

(Continued on page 2)

Grant Move for New Towne Case Trial

CHICAGO, Feb. 9.—Federal Judge Barnes today granted defense motions for a new trial and new findings in the Towne Theatre, Milwaukee, anti-trust case. The motions are regarded as preliminary to appeals to be taken by the eight defendant companies who this week were held liable by Judge

(Continued on page 2)

MPAA Wants US to Seek Complete Elimination of the French Quota

Washington, Feb. 9.—The Motion Picture Association of America has asked the State Department to try to get the French government to eliminate the quota on American-dubbed film imports.

The present agreement, which can be renegotiated in May, limits American-dubbed films to 121 a year. It had been learned previously that the MPAA and the Society of Independent Motion Picture Producers had asked the State Department to renegotiate this provision, but the exact demands had not been known. It was learned here today the MPAA wants a complete elimination of the quota, and not just a liberalization of the number of imports.

Sullivan Tells Screen Guilds To Discipline 'Erring' Stars

SPRINGFIELD, Ill., Feb. 9.—Responsibility for disciplining Hollywood talent whose personal actions bring the industry into disrepute was placed on the several talent guilds by Gael Sullivan, Theatre Owners of America executive director, speaking here today before the annual convention of the United Theatre Owners of Illinois.

"Each segment of the industry has its own guild," Sullivan told the assembled exhibitors. "Each guild should have the grave responsibility to discipline those members whom they find to be fugitives from moral decency and offenders against good taste. If actors can walk out on the public—the guilds to which they belong can walk out on them," Sullivan said.

"If the public chooses to forgive the guilds may well adopt no less an absolving attitude. It is the further obligation of the guilds to keep their

(Continued on page 3)

COMPO Ratified by ITOA of New York

Independent Theatre Owners Association of New York yesterday ratified unanimously the organization's participation in the Council of Motion Picture Organizations.

Additionally, the meeting passed a resolution to hold in member theatres in mid-April a one-program theatre collection for the benefit of the Variety Clubs campaign for funds for research facilities at the Will Rogers Memorial Hospital. Named as a subcommittee to make preparations for the collections were Lou Fischler and Abe Shenk.

ITOA president Harry Brandt reported on the fight for repeal of the

(Continued on page 6)

BALABAN CHANGES \$2,000,000 IN NOTES FOR PARA. COMMON

MPAA Names Canty To Italian Post

George R. Canty, who since 1947 has been first secretary and consul for the U. S. State Department in Berne, Switzerland, has joined the Motion Picture Association of America as international division representative in Italy. Canty's appointment is effective March 1. In 1937-39, he was Continental manager for Universal.

The appointment was announced following MPAA meetings here yesterday at which Eric A. Johnston conferred with top company executives on the forthcoming Anglo-American negotiations for revisions in the remit-

(Continued on page 2)

WASHINGTON, Feb. 9.—Paramount president Barney Balaban exchanged the \$2,000,000 of 2¾ per cent convertible notes he held in Paramount Pictures, Inc., for 80,000 shares of the firm's common stock, valued at \$1,000,000, \$500,000 in 2¾ per cent convertible notes in Paramount Pictures, and \$500,000 in 2¾ per cent convertible notes of United Paramount Theatres, Inc.

This was disclosed in the Securities and Exchange Commission's monthly report on trading by officers and directors in film company stocks, covering transactions reported during the period between Dec. 11 and Jan. 10. Trading was unusually heavy.

As of Dec. 22, according to the report, officers and directors of the new Paramount Pictures Corp. had the

(Continued on page 2)

Allied Board Okays Compo, Theatre Video

Approves Financing Plan Set at Washington Meet

WASHINGTON, Feb. 9.—Allied States Association's board of directors took three major steps today at the opening session of its two-day mid-winter meeting:

It ratified participation in the Council of Motion Picture Organizations, subject to the reservations laid down at the Minneapolis convention;

It urged Allied members not to show RKO's forthcoming "Stromboli" because of the "public reaction" against the film's star, Ingrid Bergman;

It decided finally to plunge into the theatre television field, and to appear seeking special frequencies for theatre TV at the forthcoming Federal Communications Commission hearings.

Allied counsel Abram F. Myers said the board felt in ratifying Compo it was specifically

(Continued on page 6)

Bids Mis-used Myers Claims

WASHINGTON, Feb. 9.—Abram F. Myers, Allied States general counsel, said today that competitive bidding was intended merely as a weapon for the independent exhibitor against the circuits, and that there is no basis in any recent court decision for the use of competitive bidding in all buying situations where two exhibitors want the same picture.

Myers made the statement in a lengthy annual report delivered to the Allied board, which opened a two-day

(Continued on page 6)

Several in Allied Favor Arbitration

WASHINGTON, Feb. 9.—Several Allied territories have expressed interest in reviving commercial arbitration of clearance disputes and controversies growing out of license agreements, Abram F. Myers, Allied States' general counsel, told a mid-winter board of directors meeting at the Hotel Stat-

(Continued on page 6)

U. S. Court Denies Meiselman Appeal In Anti-Trust Suit

WASHINGTON, Feb. 9.—The U. S. Circuit Court of Appeals at Richmond has ruled against H. B. Meiselman, Charlotte exhibitor, in his appeal of his damages and injunction anti-trust suit against major distributors and Charlotte exhibitors.

Meiselman, owner of the Center Theatre, sued the Charlotte Amusement Co., Strand Theatres, Inc., H. F. Kinney and all major distributors except Loew's, alleging damages from his theatre classification and existing clearance and selling policies. The Charlotte District court refused a temporary injunction and made rather sweeping findings on the merits of the case, finding no conspiracy among the distributors.

Harold Schilz, Meiselman's attorney, who received word of the decision by phone from Richmond, said he was satisfied with the verdict since the Circuit Court reversed the case on the narrow grounds that Meiselman had not proven irreparable damages needing an immediate temporary injunction. The Circuit Court did not rule on the merits of the case, Schilz said, and the matter will now go back to Charlotte for trial on whether the facts warrant a permanent injunction and damages. Robert L. Wright, former Justice Department anti-trust official, argued the appeal for Meiselman.

Loew's Appeal Near

(Continued from page 1)

ing a consent decree with the Department of Justice. Additionally, that company has felt right along that it deserved individual consideration by the court because of its relatively limited theatre operations.

As for Warner and 20th Century-Fox, the feeling was that the position of both is not "substantially changed" and that the two will continue efforts to negotiate a settlement with the government on those points which have not been ruled upon already, primarily divestiture.

Towne Case Trial

(Continued from page 1)

Barnes for triple damages of \$1,295,878 in the case.

Thomas McConnell, attorney for the Towne, said the order which he will present on March 27 will provide for divestiture of six Milwaukee first-runs of Warners and Fox Wisconsin Theatres and 25 of the latter's neighborhood theatres there, as provided for in Judge Barnes' decision.

No Paper Monday

Motion Picture Daily will not be published on Monday, a legal holiday, in observance of Lincoln's Birthday on Sunday.

Personal Mention

IRVING LESSER, president of Producers' Representatives, returned here yesterday from the Coast.

JOE HOLTON, formerly of 20th Century-Fox home office talent department, has joined the Kenneth Later Agency, in charge of motion picture and television casting.

JAMES NAIRN, publicity director for Famous Players Canadian at Toronto, has been named to the publicity committee of the Dollar-Sterling Trade Board, which encourages the sale of United Kingdom goods in Canada.

MARVIN FARIS, Society of Independent Motion Picture Producers executive secretary, will leave Hollywood by plane on Sunday for Washington.

DOROTHY A. KIRSTEIN, of Motion Picture Herald, will leave here today for a two-week vacation in Cuba and Jamaica.

W. C. GEHRING, 20th Century-Fox assistant general sales manager, will return here today from Dallas.

JOSEPH ISRAEL of Film Classics accounting department is at New York Hospital here for major surgery.

SPYROS P. SKOURAS, president of 20th Century-Fox, and MURRAY SILVERSTONE, president of 20th Century-Fox International, returned here yesterday from the Coast.

ROBERT W. GREER, business agent of Local No. 386, Motion Picture Operators, at Columbus, O., has been elected president of the Columbus Federation of Labor.

ARTHUR LUBIN, Universal-International director here from the Coast, will be a guest tomorrow on NEIL HAMILTON's television show, "Hollywood Screen Test."

FRANCIS HARLEY, 20th Century-Fox International vice-president, arrived here from Europe yesterday on the S.S. Ile de France.

GEORGE WELTNER, Paramount International vice-president, has left here for a tour of Latin America and is expected to return in mid-March.

NORMAN MORAY, Warner short subject sales head, is on the Coast from New York.

CHARLES McDONALD of RKO Theatres' home office is in Florida from New York for a vacation.

MPAA Names Canty

(Continued from page 1)

tance agreement. The meeting is understood to have discussed also the Soviet Union's proposal to reduce its original American film purchase deal.

Company foreign managers also met at the MPAA offices yesterday. There is a possibility that a meeting will take place shortly in Buenos Aires among the several American film export executives now in Latin America on whether U. S. companies should withdraw en masse from Argentina or attempt again to urge the Argentine government to issue permits.

Technicolor Trial Postponed to Tues.

HOLLYWOOD, Feb. 9.—Federal Judge William C. Mathes today granted another postponement of the trial of the Technicolor anti-trust suit to Tuesday morning on representations by counsel that an agreement on a consent decree can be reached with the government over the weekend.

Film Companies to Observe Holiday

Twentieth Century-Fox and M-G-M New York offices will be closed all day Monday in observance of Lincoln's Birthday and seven other film companies as well as the Motion Picture Association will be closed one-half day.

Doman, 20th Publicist

HOLLYWOOD, Feb. 9.—Robert S. Doman, 61, member of 20th Century-Fox's publicity staff since its formation, died this morning of a heart attack, enroute from home to the studio.

Balaban Changes

(Continued from page 1)

following holdings: Balaban, 40,000 shares of common (since the old company's stock was exchanged on the basis of two shares of the old for one share in the new film company and one in the new theatre company), plus \$500,000 in notes; Duncan G. Harris, 1,350 shares; Stephen Callaghan, 700; Austin C. Keough 250; Earl I. McClintock and Edwin L. Weisl, 100 each; Harvey D. Gibson and Fred Mohrhardt, none.

The SEC said that Leonard H. Golden, president of United Paramount Theatres, on Dec. 22 exchanged the 1,100 shares of stock he personally held in the old company, gave away 200 shares and exchanged 500 shares owned jointly by himself and his wife, Y. Frank Freeman was reported giving away 100 shares, leaving 800. Anson C. Goodyear sold 750 shares and gave away 150, leaving him 4,000 shares, plus 4,200 in trust.

RKO president Ned E. Depinet was reported to have purchased 15,000 shares of RKO common, bringing his holdings to 35,000 shares. Steve Brody and George Burrows each acquired 25,000 shares of Monogram common, bringing their holdings to 40,799 and 25,033 shares, respectively. Brody holds options for another 2,000 shares.

S. Charles Einfeld acquired 2,000 shares of 20th Century-Fox common, his entire holdings at the end of the period. John J. O'Connor sold his entire 300 shares of Universal common, but held 100 shares of 4 1/2 per cent cumulative preferred. William A. Scully gave away warrants for 1,000 shares of Universal common, leaving him with 100 shares and warrants for 10,550 more. Nate J. Blumberg gave away warrants for 200 shares, leaving him warrants for 31,900.

Columbia vice-president Jack Cohn made three gifts totaling 3,044 shares of common, while his trust holdings gained 1,200 shares. At the end of the period he had 45,524 shares in his own name and 20,557 in trust. A. Montague gave away 850 shares but bought 600. He now holds 7,577 shares and warrants for 10,426 more. A. Schneider gave away 436 shares, leaving him 9,592.

Joseph E. McMahon bought 100 shares of Republic common and 50 shares of preferred, boosting his holdings to 200 and 300 shares, respectively.

'Frisco Paramount Building Is Sold

San Francisco, Feb. 9.—Luris R. Lurie, San Francisco financier, has bought the Paramount Building here, from United Paramount Theatres. The building does not take in the Paramount Theatre.

Lurie plans to rent the structure and add as many floors as the law will allow. He paid over \$400,000 in cash for the property.

Clausen Gets Added Duties at Paramount

In addition to his regular duties of supervising Paramount home office advertising budgets, Carl Clausen has been appointed comptroller and office manager of the department, under the direction of Max E. Youngstein, director of national advertising-publicity. Both posts given to Clausen are newly-created.

Serkowich on U-I Film

Benjamin H. Serkowich of the B. H. Serkowich Co., has been engaged by Universal-International for special promotions on "Francis." Serkowich will work on the New York and other key city openings.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
KIRK LAUREN DORIS
DOUGLAS . BACALL . DAY
IN
"YOUNG MAN WITH A HORN"
Directed by MICHAEL CURTIZ
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
"Dear Wife"
starring
WILLIAM HOLDEN-JOAN CAULFIELD
BILLY DEWOLFE-MONA FREEMAN
EDWARD ARNOLD
PARAMOUNT
in Person
CELESTE HOLM
DAVE BARRY
RAUL & EVA REYES
BUDDY ROGERS
and his orchestra
MIDNIGHT FEATURE
Nightly

Cecil B. DeMille's masterpiece
"Samson and Delilah"
Color by TECHNICOLOR
REDY LAMARR-VICTOR MATTHE-GERGE SANDERS
ANGELA LANSDOWN-HENRY WILCOXON
See the destruction of the
Temple on the
MAGIC CYCLOTRONIC SCREEN!
RIVOLI
8 WAY AT 45th ST

GREGORY PECK
in
"12 O'CLOCK HIGH"
A 20th Century-Fox Picture
On Stage-DEAN MURPHY, ROLLY ROLLS
Extra-BETTY BRUCE
ROXY 7th Ave. &
50th St.

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FCC Approves Test Of Phonevision

Washington, Feb. 9.—The Federal Communications Commission today granted Zenith Radio Corp. special temporary authority to make a 90-day test of its Phonevision plan in the Chicago area. Zenith plans to install about 300 receivers in homes in and around Chicago for the experiment. Listeners will be charged \$1 a program to see films and other entertainment on their special TV receivers.

Sees Phonevision Film Industry Aid

CHICAGO, Feb. 9.—Phonevision's test run in 300 Chicago homes, approved today by the Federal Communications Commission at Washington, should provide an answer to the question, "Will the public pay for good movies shown via television in their own homes?" E. F. MacDonald, president of Zenith Radio, said here today.

"I should like to emphasize that Zenith has no intention of going into the entertainment business now or in the future," MacDonald said. "It is our business to supply the tools, with which the film industry may be a part of its new competitor, television, just as Western Electric years ago supplied the tools for talking pictures. We believe that Phonevision will do more for the industry than talkies did."

'Stromboli' Rejected By 130-Run Circuit

OKLAHOMA CITY, Feb. 9.—Henry Griffing, president of Video Independent Theatres, the former Griffith Circuit, said today the firm's 130 houses in 50 Oklahoma and Texas cities will not exhibit "Stromboli." Griffing said circuit executives had attended a screening and decided the film lacks entertainment value.

"Local managers and partners determine what pictures will be shown in the houses they manage," Griffing said. "They could obtain 'Stromboli' if they want it, but my impression is that none of them will want the picture." Because of the situation attached to the "Stromboli" title, Griffing said, no attempt would be made to book it on a circuit-wide basis.

DETROIT, Feb. 9.—Taking the same stand as the Police Censor Bureau, which indicated it was not concerned with the morals of the people who play in films, but rather with the moral tone of the film itself, Detroit exhibitors have found no objection to the showing of "Stromboli". Earl J. Hud-

Review

"Three Came Home"

(20th Century-Fox)

WHEN the score for 1950 is tallied, "Three Came Home" will be enrolled among the best. Here is a powerful, dramatic and touching account reaching into the unspectacular phases of the war—Japanese prison camps in the South Pacific—and bearing the justifiably proud imprimatur of Darryl F. Zanuck.

This superior attraction—qualitatively and commercially—is based on a best-selling autobiography by Agnes Newton Keith, American-born woman who lived with her English husband and a handful of Europeans in British North Borneo. This small colony was interned after the Japanese successfully invaded the area in their gigantic sweep toward Australia in 1942. The film tells of this harrowing experience, concentrating principally on the author and her small son, and how, after three years of degradation, insult, beatings and manual labor, the end of the war brings release and reunion with her husband.

The story province essayed in "Three Came Home" hitherto has been untouched. There have been other attractions, drawn from the war, which have centered, in part at least, on prison camps. But this is the first time that concentration has been directed preponderantly toward prison camps for women and their children. Consequently, the possibilities for dramatic content and emotional depth are not difficult to appreciate. Nor did Nunnally Johnson, the producer and writer, and Jean Negulesco, the director, overlook the potentials placed at their disposal. Their individual and combined efforts deserve unstinted praise for a job extraordinarily well managed.

The dominant performance comes from Claudette Colbert, who plays Mrs. Keith. She is alternately courageous, stalwart, proud, hopeful and despairing, and projects these manifestations of the character she plays with a deep understanding and a professional competence of high order. In a long and successful career, she perhaps never has delivered a better performance. It is so good that it immediately becomes of Academy Award stature.

Histrionically, "Three Came Home" is noteworthy as well for the acting of the veteran player, Sessue Hayakawa. He is excellent as the Japanese commanding officer who extends occasional little kindnesses to Mrs. Keith (Miss Colbert) out of respect for an earlier book in which she portrayed the Oriental in a sympathetic light. Enemies in war, nevertheless they reach a common, if fleeting bond, in a discussion of their children. Despite her lot, Miss Colbert, at least, has her small boy. Hayakawa's three are wiped out in the atomic bombing of Hiroshima.

"Three Came Home" has many grim and unrelenting moments, but interest in what it depicts and thereby conveys about the horrors and the inhumanities of war, never lags. It is an impressive and a thoroughly worthwhile attraction by any and all approaches.

Running time, 106 minutes. General audience classification. For February release.

RED KANN

son, president of United Detroit Theatres, declared: "Our decision to exhibit the film was based on its merits as entertainment, and we accordingly entered into a legal commitment with the distributors for its presentation."

BALTIMORE, Feb. 9.—Sydney R. Traub, chairman of the Maryland State Board of Censors, said "Stromboli" will not be banned here. He said the board "recently viewed 'Stromboli' and found nothing we could legally order to be cut out. Accordingly the picture was passed."

COLUMBUS, O., Feb. 9.—Attorney General Herbert S. Duffy ruled that the State Censor Board is without authority to recall its approval of "Stromboli," originally given Jan. 30. Duffy advised Dr. Clyde Hissong, chief state film censor, that the state cannot go into the private lives of people in the cast.

BOSTON, Feb. 9.—"Stromboli" will not be shown in any of the 18 theatres operated by Western Massachusetts Theatres, Samuel Goldstein, president and treasurer, said here today. He said there had been no public pressure against the film and the decision was made by himself and his associates.

HOLLYWOOD, Feb. 9.—Reports that Ingrid Bergman's death scene from "Joan of Arc" is being deleted from the industry short, "History Brought to Life," were confirmed by a spokesman for the Association of Motion Picture Producers today. The instructions came from New York, he said.

Sullivan Tells Guilds

(Continued from page 1)

finger on the public pulse and to obey that pulse."

Denying the "convenient rationalization" that a person whose livelihood depends on the public has a private life, Sullivan said, "No man is an island after he is famous. Hollywood can and will continue to improve its product and retain its great mass box-office appeal," Sullivan said, adding that "individual producer chastisement of any erring star is ineffective and combined producer chastisement may well be a violation of the nation's laws."

Robert J. O'Donnell, chief barker of Variety Clubs International, also addressed the convention.

'Let the Customer Decide,' Says SAG's President

HOLLYWOOD, Feb. 9.—Queried on Gail Sullivan's suggestion that talent guilds discipline members who figure in public scandals, Screen Actors Guild president Ronald Reagan said:

"The SAG operates on such a democratic basis that I have no authority to speak for the guild. Speaking for myself, I question the wisdom any group or individual setting themselves up to assume the function of a moral arbiter. Our country, in fact our whole system, is based on idea that only the people can best decide what is best for the people. I therefore think the only proper censorship of performers or performances should be in hands of those who, by purchasing or not purchasing tickets, decide who and what they wish to see."

Asks 'Big Brass' for Finneran Alternative

Washington, Feb. 9.—In view of the fact that the Chicago meeting of the Council of Motion Picture Organizations had shelved the Finneran Plan which would discipline film talent whose personal behaviour brings public disfavor, Abram F. Myers suggested here today that the industry's "big brass" take another look at the plan and if they do not like it, try and come up with something better.

Wyman, Stewart Win Photoplay Awards

Jane Wyman and Jimmy Stewart won top honors in the 1949 *Photoplay Magazine* "Gold Medal Awards," which will be presented at a dinner Monday night in Hollywood.

Miss Wyman was named "most popular" actress and Stewart "most popular" actor for their performances in "Johnny Belinda" and "The Stratton Story," respectively. Favorite film of the year was "The Stratton Story."

Citation winners were: actresses, June Allyson for "Little Women"; Olivia de Havilland for "The Snake Pit"; Ingrid Bergman for "Joan of Arc"; Loretta Young for "Mother Is A Freshman."

Actors: Kirk Douglas for "Champion"; Gary Grant for "I Was A Male Bride"; Bob Hope for "Sorrowful Jones"; William Bendix for "The Life of Riley."

Also the following pictures: "Champion" (UA), "Home of the Brave" (UA), "House of Strangers" (20th Century-Fox), "I Was A Male War Bride" (20th Century-Fox), "Johnny Belinda" (Warner), "Little Women" (M-G-M), "Mr. Belvedere Goes To College" (20th Century-Fox), "Red River" (UA), "Take Me Out To The Ball Game" (M-G-M).

Fred Sammis, editorial director of *Photoplay*, will present the awards.



They're rollin'
in the aisles
in the Great Northwest

... My picture

"THE GREAT RUPERT"

brought it on!

An Eagle Lion Films Release

NEW DATE FOR
OKLAHOMA CITY
TRADE SHOWING OF
"STROMBOLI"

Tuesday, Feb. 21, at 10:30 A.M.
Fox Screening Room, 10 N. Lee St.



"LIL'S"

PLAY IT

There's

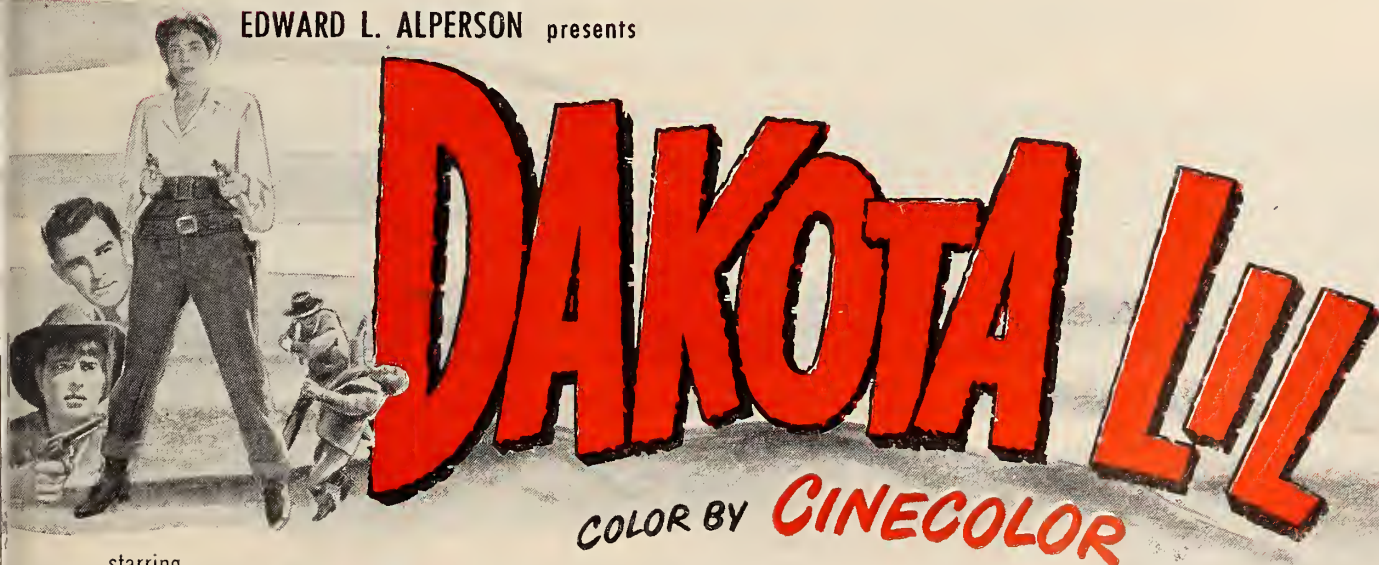
LOADED!

—The Exhibitor



WHILE IT'S HOT!

EDWARD L. ALPERSON presents



COLOR BY CINECOLOR

starring

MURGE MONTGOMERY • ROD CAMERON • MARIE WINDSOR

with

WALLACE FORD • JACK LAMBERT • LARRY JOHNS • EDWARD L. ALPERSON • LESLEY SELANDER • JACK JUNGMEYER, JR.

Produced by
by MAURICE GERAGHTY • Based upon a story by Frank Gruber • Music by Dimitri Tiomkin • An Alson Production • Released thru Twentieth Century-Fox

No Business Like **20**th Century-Fox Business!

CENTURY-FOX

Allied Okays Compo

(Continued from page 1)

bound to the organization and financing laid down at the recent Washington meeting of Compo.

The two major reservations on Allied's participation in Compo, according to Myers, are that Allied joins for only a one-year trial period and that longer membership must specifically be ratified again by the board, and that any further changes in Compo's organization and financing must be brought back to the board for ratification. This would specifically include any different financing plan which might result from recent objections of the Theatre Owners of America.

Myers said the board's action on "Stromboli" stemmed from a feeling that "in the long run, the exhibitor who played the film would be injured." The board also agreed to protest release of the film to RKO president Ned E. Depinet as being "bad industry public relations."

The decision to appear before the FCC on theatre television is aimed at "protecting the interest of the independent exhibitors before the Commission," Myers said. The board decided to retain special radio counsel and engineering assistance in drawing up Allied's presentation to the FCC.

The meeting voted down a proposal to create the office of vice-president and recreate the executive committee. Tomorrow the board will elect new officers and discuss arbitration, taxes and competitive bidding.

Exhibitors Urged to Work Hard on Tax

WASHINGTON, Feb. 9.—Hard work by Allied States exhibitors on the campaign to repeal the Federal 20 per cent admission tax was urged here today by Abram F. Myers, general counsel, in his report to the board of directors, meeting for two days at the Hotel Statler.

Myers declared that a two-thirds vote in both Houses would be necessary if Congress had to pass a satisfactory bill over a possible Presidential veto.

Favor Arbitration

(Continued from page 1)

ler today. He pointed out Allied had always opposed the consent decree arbitration in the government's New York decree "because of the narrow restrictions on its use and the ultra-conservative attitude of the appeal board."

ITOA Ratifies

(Continued from page 1)

Federal 20 per cent admission tax. Following addresses on the forthcoming "Brotherhood Week," the ITOA membership pledged support of the campaign, Feb. 19-26.

Myers on Bids

(Continued from page 1)

mid-winter meeting at the Statler Hotel here.

The anti-discrimination clause in the Paramount consent decree will be a "pillar of strength" for the independent exhibitor in his competition with the divorced circuits, Myers maintained, and the value of the words "without discrimination" will become more important with time. He analyzed the clause and recent court decisions to show that it in no way "sanctions competitive bidding as between small independent exhibitors."

Myers admitted consent decree settlements of divestiture issues were justifiable in light of the complexity of the cases and the fact that so much time had gone by that proof might be difficult to obtain. He said the decrees negotiated so far were good, except for the Schine decree "which must always rank as one of the government's poorest bargains."

Myers said the entry of a separate decree for the "Little Three" might make it "a little awkward for private litigants desiring to use them as evidence," but that by and large separate decrees would serve the same purpose as a single decree against all.

Distributors are beginning to revive the "lost art" of salesmanship, he reported, since their films are no longer moving "in fixed channels." The independent exhibitors, he said, are receiving more consideration than they have in years and "the end is not in sight."

Another series of meetings with distributors on "must"

Repeal Tax, AMPP Board Urges Solons

Hollywood, Feb. 9.—Board of the Association Motion Picture Producers today adopted a resolution calling on Congress to remove the 20 per cent tax on admissions.

Resolution, sent to all California Congressmen and Senators and all members of the House Ways and Means Committee read in part: "There is no just basis for such tax. The war established beyond question that the recreation afforded by motion pictures was essential to the morale of the armed forces and the civilian population."

Might Repeat Public Preferences Survey

WASHINGTON, Feb. 9.—Allied general counsel Abram F. Myers indicated here today in his report to a meeting of the organization's board of directors that there might be a repeat performance of Truman Rembusch's survey on the public's picture preferences, declaring the last survey "was not even acknowledged by the Hollywood bigwigs."

percentage pictures may be needed, the report said, since there are "recurring complaints" that some of the companies are not living up to the agreements made with the committee headed by H. A. Cole.

PARAMOUNT TRADE SHOWS

FEBRUARY 20th and 21st

ALAN LADD as CAPTAIN CAREY, U.S.A.

co-starring WANDA HENDRIX
with Francis Lederer • Joseph Calleia
A MITCHELL LEISEN Production

Produced by RICHARD MAIBAUM • Directed by MITCHELL LEISEN
Screenplay by Robert Thoeren • Based on the Novel by Martha Albrand

BARBARA STANWYCK and JOHN LUND in NO MAN OF HER OWN

with JANE COWL • Phyllis Thaxter • Lyle Bettger • Henry O'Neill
A MITCHELL LEISEN Production

Produced by RICHARD MAIBAUM • Directed by MITCHELL LEISEN
Screenplay by Sally Benson and Catherine Turney
Based on the novel by William Irish

PLACE	"CAPTAIN CAREY, U.S.A."	"NO MAN OF HER OWN"
ALBANY Fox Screening Room 1052 Broadway.....	2:30 P.M.	7:30 P.M.
ATLANTA Paramount Proj. Room 154 Walton St., N.W.....	10:30 A.M.	2:30 P.M.
BOSTON Paramount Thea.—Newton..... Coolidge Thea.—Brookline.....	8:00 P.M. (Feb. 21) 8:00 P.M.*	
BUFFALO Paramount Proj. Room 464 Franklin St.....	3:00 P.M.	1:15 P.M.
CHARLOTTE Paramount Proj. Room 305 S. Church St.....	9:30 A.M.	11:00 A.M.
CHICAGO Paramount Proj. Room 1306 S. Michigan Ave.....	1:30 P.M.	3:00 P.M.
CINCINNATI Paramount Proj. Room 1214 Central Parkway.....	3:15 P.M.	1:30 P.M.
CLEVELAND Paramount Proj. Room 1735 East 23rd St.....	2:00 P.M.	11:00 A.M.

PLACE	"CAPTAIN CAREY, U.S.A."	"NO MAN OF HER OWN"
DALLAS Paramount Proj. Room 412 So. Harwood St.....	2:30 P.M.	10:30 A.M.
DENVER Paramount Proj. Room 2100 Stout St.....	2:00 P.M.	3:30 P.M.
DES MOINES Paramount Proj. Room 1125 High St.....	1:30 P.M.	10:30 A.M.
DETROIT Paramount Proj. Room 479 Ledyard Ave.....	10:30 A.M.	2:30 P.M.
INDIANAPOLIS Paramount Proj. Room 116 West Michigan St.....	10:00 A.M.	1:00 P.M.
JACKSONVILLE Florida Thea. Screening Rm. 128 Forsyth St.....	1:00 P.M.	2:30 P.M.
KANSAS CITY Paramount Proj. Room 1800 Wyandotte St.....	2:45 P.M.	1:00 P.M.
LOS ANGELES Paramount Proj. Room 1613 W. 20th St.....	1:30 P.M.	3:00 P.M.

PLACE	"CAPTAIN CAREY, U.S.A."	"NO MAN OF HER OWN"
MEMPHIS Paramount Proj. Room 362 South Second St.....	10:30 A.M.	2:30 P.M.
MILWAUKEE Paramount Proj. Room 1121 North 8th St.....	1:30 P.M.	3:00 P.M.
MINNEAPOLIS Paramount Proj. Room 1201 Currie Ave.....	2:00 P.M.	10:00 A.M.
NEW HAVEN Paramount Proj. Room 82 State St.....	8:00 P.M.	9:30 P.M.
NEW ORLEANS Paramount Proj. Room 215 South Liberty St.....	10:30 A.M.	1:15 P.M.
NEW YORK CITY Paramount Proj. Room 1501 Broadway—9th Fl.....	10:30 A.M.	2:30 P.M.
OKLAHOMA Paramount Proj. Room 701 West Grand Ave.....	10:30 A.M.	1:00 P.M.
OMAHA Paramount Proj. Room 1704 Davenport St.....	1:00 P.M.	2:30 P.M.

PLACE	"CAPTAIN CAREY, U.S.A."	"NO MAN OF HER OWN"
PHILADELPHIA Paramount Proj. Room 248 North 12th St.....	2:00 P.M.	11:00 A.M.
PITTSBURGH Paramount Proj. Room 1727 Boulevard of Allies.....	2:00 P.M.	11:00 A.M.
PORTLAND Paramount Proj. Room 909 N.W. 19th Ave.....	1:30 P.M.	3:00 P.M.
ST. LOUIS Paramount Proj. Room 2949 Olive St.....	2:40 P.M.	1:00 P.M.
SALT LAKE CITY Paramount Proj. Room 270 East 1st South St.....	1:30 P.M.	3:00 P.M.
SAN FRANCISCO Paramount Proj. Room 205 Golden Gate Ave.....	1:30 P.M.	2:55 P.M.
SEATTLE Paramount Proj. Room 2330 First Ave.....	1:00 P.M.	2:30 P.M.
WASHINGTON Paramount Proj. Room 306 H St., N.W.....	1:30 P.M.	3:00 P.M.

*"No Man Of Her Own" will be screened on February 21 in Brookline ONLY!

CHAIN REACTION



TED R. GAMBLE
President

GAMBLE ENTERPRISES, INC.

"The theatres buy more advertising — and consequently give better field exploitation — to pictures that are well advertised in the industry press.

"The picture that is well advertised in the industry press starts a chain reaction that travels all along the line.

"The picture that is not aggressively supported in the industry press faces an uphill struggle from start to finish."

Ted R. Gamble

"Blue Grass
of Kentucky'
is a surefire
attraction...
anywhere!"

Color by CINECOLOR

— FILM DAILY



"A Derby winner!"

— DAILY VARIETY

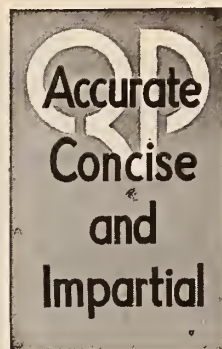
For further information please contact your **MONOGRAM** Exchange

"BLUE GRASS of KENTUCKY" starring Bill WILLIAMS • Jane NIGH • Ralph MORGAN • Produced by JEFFREY BERNERD • Directed by William Beaudine • Screenplay by W. Scott Darling

Are you doing YOUR PART in the fight to kill the unfair TICKET TAX!



MOTION PICTURE DAILY



VOL. 67. NO. 30

NEW YORK, U.S.A., TUESDAY, FEBRUARY 14, 1950

TEN CENTS

Allied Elects Rembusch As New President

To Survey Competitive Bids; Shelve Arbitration

WASHINGTON, Feb. 13.—True-
man T. Rembusch is the new presi-
dent of Allied States Association,
elected Friday, as the Association's

board ended its
two-day mid-
winter meeting
at the Statler
Hotel here.

The term is
one-year, but
election for a
second term has
become almost
automatic in re-
cent years.
Rembusch re-
placed William
C. Ainsworth.

At the same time the board decided
to gather information from all Allied
territories on distributors' use of com-
(Continued on page 4)

Crown Heads World Sales for Goldwyn

Alfred Crown, Samuel Goldwyn
Prod. vice-president, has been placed
in charge of world-wide sales for the
company, James A. Mulvey, Goldwyn
president, announces. In addition to his
continued duties as head of foreign
sales, Crown now will be in charge of
domestic sales.

Gordon Craddock, Jr., formerly with
Universal and Eagle-Lion, has been
(Continued on page 4)

Says Labor Party Would Leave UK Industry Under Private Ownership

London, Feb. 13.—The British Labor Party proposes to leave
the motion picture industry under private ownership, according to
the current issue of *Kine Weekly*, British film trade journal,
owned by Odhams Press, owner of *The Daily Herald*, the Labor
Party's official organ here.

In an article written by Labor Party secretary Morgan Phillips
with the indicated approval of British Board of Trade president
Harold Wilson, it is implied also that competitive bidding or,
alternatively, area selling will receive legislative authority.

The report of the recent Committee of Enquiry, the article
pointed out, "demonstrated the monopolistic position of the three
main circuits. The producers are practically helpless if the circuits
do not give their support. This is an unhealthy position which
the Committee recognized," *Kine's* article states.

The article discusses at length the recent report of the Sir
Arnold Plant committee, designated by Wilson to examine indus-
try operations, and is regarded by the trade as indicative of the
Labor Party's stand on the committee's recommendations.

Industry's Tax Story to Key Committee Next Week

Igoe, Irked, Denies 'Stromboli' Long Run

CHICAGO, Feb. 13.—Judge Michael
Igoe of U. S. District Court on Fri-
day denied RKO a longer than two-
week run for "Stromboli," which
opens at the Grand Theatre, Feb. 15,
but at the same time granted petitioner
Walt Disney an extended run for
"Cinderella," also released by RKO,
to play at the RKO Palace starting
Feb. 22.

Judge Igoe was adamant against
"Stromboli" playing longer than two
weeks, indicating that he felt the film
was morally offensive. RKO, which
did not seek the longer run for "Cin-
derella," thus became the victim of
having its "Stromboli" restricted to
two weeks in favor of "Cinderella,"
(Continued on page 4)

WASHINGTON, Feb. 13.—With in-
dustry witnesses slated to appear be-
fore the House Ways and Means
Committee next week seeking repeal
of the 20 per cent admissions tax, the
industry's campaign is completely in
high gear and producing "astonishing
results," according to members of the
tax committee of the Council of Mo-
tion Picture Organizations.

The tentative schedule for witnesses
on excise tax reduction before the
House group has Abram F. Myers
and Gael Sullivan, COMPO repre-
sentatives, slated to testify Feb. 21.

On Wednesday, representatives of
the National Committee to Repeal the
Wartime Excise Taxes, including
probably committee vice-chairman
Eric Johnston, will be heard.

A new trailer produced by Na-
tional Screen Service was described
by COMPO officials as the best thing
yet in the tax campaign. They said
(Continued on page 5)

NLRB ORDERS CARPENTER UNION ELECTIONS AT EACH STUDIO UNIT

WASHINGTON, Feb. 13.—The Na-
tional Labor Relations Board has re-
fused to dismiss the petition of the
International Alliance of Theatrical
and Stage Employees for recognition
as bargaining agent for Hollywood
carpenters and set erectors.

The Carpenters Union, which had
sought the dismissal, won out on a
second point in their battle for control,
however. IATSE had asked that elec-
tions between itself and the carpenters
should decide the bargaining agent for
all Hollywood studios, the members of

the Association of Motion Picture
Producers, Independent Motion Pic-
ture Producers Association, Walt
Disney Prod., Pine-Thomas, Jerry
Fairbanks, Eagle-Lion, and the Motion
Picture Center Studios.

In ruling for the carpenters, the
board panel ordered elections between
the two unions within 30 days, with
one election to cover all major pro-
ducers, another all IMPAA members
and still other individual elections for
each of the companies, thus rejecting
IA's proposal for one election.

Loew's Will Appeal to Supreme Court

Rubin Confirms Intent To Contest N. Y. Decree

By GENE ARNEEL

That the industry anti-trust suit
will be carried to the U. S. Su-
preme Court on appeal for a second
time was confirmed at the weekend
by J. Robert Rubin, vice-president of
Loew's and general counsel for Metro-
Goldwyn-Mayer.

Rubin stated without quali-
fication that "Loew's plans to
appeal" the three-year divorce-
ment decree of the U.S. Statu-
tory Court here.

While he declined to enlarge upon
his statement that the company would
appeal, in all likelihood Loew's would
not have contested the decree if it had
allowed for the restoration of fully
competitive conditions within the in-
dustry in some way short of banning
the vertical integration of the three
branches of each company. Loew's be-
lieves, it is understood, that extensive
divestiture within a three-year period
would preclude the need for divorce-
ment and that this would constitute
"effective relief."

The company has until April 8 to
file for the appeal. Presumably it will
(Continued on page 5)

WB Theatre Stock Option Has Expired

The Lehman Bros. option
to purchase the 25 per cent
stock interest of Harry M.,
Jack L. and Albert Warner in
the new theatre company
which would be formed fol-
lowing divorcement has ex-
pired and will not be
renewed, the company an-
nounced on Friday following
a board of directors meeting
here attended by Harry War-
ner, president.

Lehman's were apparently
unable to arrange a purchase
of the \$20,000,000 interest
even after one extension of
the option, which was
granted to them. Warners'
decision not to extend it
again is attributed to last
week's New York court de-
cree and the uncertainty of
the future consent decree
negotiations.

New Ascap Decree Is Due in 10 Days

Washington, Feb. 13.—Jus-
tice Department officials said
they hoped to announce a re-
vised consent decree with
ASCAP within the next 10
days.

Indications have been the
decree would provide for
ASCAP to clear both syn-
chronization and performance
licenses with producers. A
top Justice Department of-
ficial said late Friday that
"We're not all wound up, but
practically wound up."

Reelect Zorn UTOI Head

SPRINGFIELD, Ill., Feb. 13.—Edward G. Zorn, Pontiac, Ill., exhibitor, and George Kerasotes, Springfield, were re-elected president and vice-president, respectively, at the closing session of Friday of the United Theatre Owners of Illinois two-day convention here.

Elected as directors were: E. E. Alger, LaSalle; George Barber, Villa Grove; Steven Bennis, Lincoln; Charles Dyas, Earlville; John Giachetto, Springfield; R. L. Cutler, Macomb; William Griffin, Cairo; John Koletis, Rock Island; Ralph Lawler, Peoria; August Marchesi, Amboy; Marion Bodwell, Wyoming; Lee Norton, Sullivan; S. E. Pirtle, Jerseyville; Gene Russell, Champaign; Sam Traynor, Princeton; E. H. Wieck, Staunton; Charles Duncan, Decatur; Henry Sticklemeyer, Chicago; P. Bissell Shaver, Henry; William Souttar, Springfield, and Fred Anderson, Morris.

Labor Spokesmen to Talk with Johnston

HOLLYWOOD, Feb. 13.—Roy Brewer, AFL Film Council chairman, and John Dales, Jr., Screen Actors Guild executive secretary, left here at the weekend to confer with Eric Johnston, Motion Picture Association of America president, on the extent to which American production abroad increases unemployment in Hollywood.

Studio employment through December remained virtually at the November level, according to a report by the California Labor Statistics Bureau. Average weekly earnings rose from \$97.16 to \$99.13.

Bjorkholm, Reeves Promoted by U. A.

The appointment of Folke Bjorkholm as United Artists manager in Sweden has been announced by Arthur W. Kelly, executive vice-president. Bjorkholm succeeds Harold Astrom, who retired after 28 years with U. A.

Kelly also announced the promotion of Louis Reeves, formerly salesman in U. A.'s office in Leeds, England, to branch manager at Manchester.

Sue for Drive-in Shock

CINCINNATI, Feb. 13.—A suit has been filed against the Woodlawn Drive-in Theatre Co., here by a man and his wife, who seek \$7,000 damages for injuries claimed to have been suffered when they allegedly were electrically shocked by a loud speaker.

NBC Buys Chicago House

CHICAGO, Feb. 13.—NBC has taken over the 1,300-seat Studebaker Theatre, a legitimate house operated by the Schuberts, as a television theatre.

Cleveland Operator Dead

CLEVELAND, Feb. 13.—Charles A. Ames, charter member of IATSE Local 160 here, died at his home after a long illness.

Personal Mention

JAMES R. GRAINGER, Republic sales vice-president, and WALTER L. TITUS, Jr., Southern sales manager, left here on Sunday for a two-week tour of the South.

MELVIN L. GOLD, president of National Television Council, is in Washington today from New York to address a meeting of the Advertising Club there.

JULES LAPIDUS, Warner Eastern and Canadian sales manager, left here last night for Indianapolis, Cincinnati and Pittsburgh.

ROBERT HAYMAN, of Hayman Theatres, Buffalo, has left there for a Florida vacation.

WILLIAM THOMAS, producer, has returned to the Coast from here.

LEON J. BAMBERGER, RKO Radio sales promotion manager, returned here at the weekend from Springfield, Ill.

ALAN F. CUMMINGS, head of M-G-M exchange operations and maintenance, left here at the weekend for a three-week trip to Chicago and the far West.

JAY EISENBERG, M-G-M liaison between the sales and legal departments, returned here at the weekend from a visit to Columbus and Cincinnati.

ANNE VICKERS, secretary to M-G-M Cleveland branch manager JACK SOGG, has been married to ALFRED JOHN PICKETT of that city.

M. L. SIMONS, editor of M-G-M's *The Distributor*, returned here at the weekend from Springfield, Ill.

Award Nominations Ad Rulings Revised

HOLLYWOOD, Feb. 13.—The Academy of Motion Picture Arts and Sciences has issued revised rulings governing advertising copy and display used in connection with pictures and people nominated for awards. The new rulings are designed to prevent nominations ads from indicating that subjects have won awards.

Set Japanese Deal For Mono-AA Films

HOLLYWOOD, Feb. 13.—Completion of a five-year agreement providing for distribution and exhibition in Japan of Allied Artists and Monogram films has been announced by Steve Broidy, president. The Japanese government has granted an import permit covering exhibition in the Htonshu and Kyushu territories.

Dale Returns to Rank

Jerry Dale will return to the J. Arthur Rank Organization here this week as assistant to Jock Lawrence, counsel on public relations and advertising. Lawrence recently was appointed advertising and publicity vice-president of Samuel Goldwyn Prod. in addition to his Rank connection. Dale has been with Eagle-Lion since leaving the local Rank office recently.

'Willie' Will Play Roxy

Following the saturation release of "When Willie Comes Marching Home" in Pennsylvania last week, the 20th Century-Fox production has been set for openings in 24 key city situations during the next few weeks. In addition the picture will open at the Roxy, here on Friday.

Priori to M-G-M

William Priori, for many years connected with the film and drama department of the *New York Sun*, has joined M-G-M for a campaign assignment on "Annie, Get Your Gun."

'Disciplinary' Role Disavowed by SAG

HOLLYWOOD, Feb. 13.—The Screen Actors Guild "cannot and will not establish a private court and prosecutor system nor any other witch hunting plan to police the social behavior of its members," said a statement issued by the Guild in reply to Gael Sullivan's suggestion that talent guilds discipline members whose personal actions bring discredit to the industry.

Ronald Reagan, SAG president, had previously "questioned the wisdom" of Sullivan's proposal and stated on Friday that the courts have consistently ruled that a labor union cannot engage in such activity. "Sullivan's plan is illegal," he said.

SPG Ratifies Ryan; To Vote on Merger

Jack Ryan was officially ratified as business director of the Screen Publicists Guild at a membership meeting here at the weekend. At the meeting proposals for the merging of SPG with the Screen Office and Professional Employees Guild were discussed and looked upon with favor. A special meeting will be set shortly for a vote on the merger proposal.

Approves 2-Theatre 'Wabash' Premiere

CHICAGO, Feb. 13.—Twentieth Century-Fox's "Wabash Avenue" was given permission Friday by Federal Judge Michael Igou and Jackson Park attorney Thomas McConnell to have a simultaneous world premiere at the Balaban and Katz State Lake and Chicago theatres on March 30. The film will play at both theatres for only one day, and continue at the Chicago for two weeks.

Help make Better Americans—Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

Newsreel Parade

THE Republican party rally and the Holy Year pilgrims in Italy mark current newsreel highlights. Other items include the coal strike situation, military chiefs meeting in Japan and sports events. Complete contents follow:

MOVIE TONE NEWS, No. 13—Mercy killer acquitted. Republican party holds rally. Congress stages Heart Fund show. Holy Year pilgrims welcomed by Pope Pius. Bobsledding. Ski meet. Skiing by helicopter. Skiing in Japan.

NEWS OF THE DAY, No. 247—United States military heads confer in Japan. Vice-president Barkley and Bob Hope in show for newswomen. Pope Pius welcomes Holy Year pilgrims. Republican party rally. Skiing. Bobsled races.

PARAMOUNT NEWS, No. 50—Policies for 1950 set by Republicans at rally. Mercy killer held not guilty. Bob Hope gets citations. United States retains bobsled title in Italian meet. Brotherhood Week: 1950.

TELENEWS DIGEST, No. 6-B—Mercy killer not guilty. Republican rally. Germany: doctor's tests forecast sex. Philip Jessup in Viet Nam. England: election preparations. J. Edgar Hoover before Congressional committee. Coal dispute. Racing.

UNIVERSAL NEWSREELS, No. 325—Republican party rally. Philippine President Quirino visits President Truman. United States military chiefs tour Japan. Heart Fund show. Skiing in Japan. Bobsled meet held in Italy.

WARNER PATHE NEWS, No. 52—Republican party rally. John L. Lewis and the coal strike. Military chiefs in Japan. Bob Hope and wife decorated by the Air Force. Sun Valley skiing. Skiing with Helicopter. Ski meet. Bobsledding.

Critics Pick 'Hamlet'

"Hamlet" was picked as the best picture of the year by the Cuban Association of Motion Picture Critics. "Red Shoes" was given second place, and "Open City," third. The awards were made by Lorenzo de Castro, president, at a luncheon in Havana.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
KIRK LAUREN DORIS
DOUGLAS . BACALL . DAY
IN
"YOUNG MAN WITH A HORN"
Directed by MICHAEL CURTIZ
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
"Dear Wife"
in Person
CELESTE HOLM
DAVE BARRY
RAUL & EVA REYES
BUDDY ROGERS
and his orchestra
starring
WILLIAM HOLDEN • JOAN CAULFIELD
BILLY DEWOLFE • MONA FREEMAN
EDWARD ARNOLD
PARAMOUNT TIMES SQUARE
Midnight Feature
Nightly

Cecil B. DeMille's masterpiece
"Samson and Delilah"
Color by TECHNICOLOR
HENY LAMAR • VICTOR MATURE • GEORGE SANDERS
ANGELA LANSDOWN • HENRY WILCOXON
See the destruction of the
Temple on the
MAGIC CYCLOTRAM SCREEN!
RIVOLI
8 WAY AT 40th St

M-G-M's
TECHNICOLOR

"ANNIE GET YOUR GUN"

Just Previewed
in Hollywood!

There is only one
way to describe it!

GREATEST MUSICAL ON EARTH!

M-G-M brings the famed
stage play to the screen!

"ANNIE GET YOUR GUN"

starring
BETTY HUTTON
HOWARD KEEL

with
LOUIS CALHERN • J. CARROL NAISH
EDWARD ARNOLD • KEENAN WYNN

Color by **TECHNICOLOR**
Screen Play by Sidney Sheldon

Based on the Musical Play with Music
and Lyrics by **IRVING BERLIN**

And book by
HERBERT FIELDS and DOROTHY FIELDS

Musical Numbers Staged by
ROBERT ALTON

Directed by
GEORGE SIDNEY

Produced by
ARTHUR FREED

A Metro-Goldwyn-Mayer Picture

HUTTON
as "Annie Oakley"
HOWARD KEEL
as "Frank Butler"
LOUIS CALHERN
as "Buffalo Bill"
BENAY VENUTA
as "Dolly Tate"
J. CARROL NAISH
as "Sitting Bull"
EDWARD ARNOLD
as "Pawnee Bill"
KEENAN WYNN
as "Charlie Davenport"

plus
11 **IRVING BERLIN**
SONG HITS
plus
CAST OF
THOUSANDS



"Brotherhood—For Peace And Freedom"

'Phonevision' Is Greatest Threat: Allied

WASHINGTON, Feb. 13.—Phonevision "is the greatest threat to exhibition conceived to date," according to the report of Allied States Association's television committee, headed by Trueman Rembusch.

The only weakness in the system, the report stated, is the lack of sufficient telephone circuits. Rembusch raised the question whether, in view of the limited number of circuits, the revenue that would go to a film producer would be enough to make up for the fact that the film would almost certainly be excluded from all first-run and some subsequent-run theatres. Rembusch and W. A. Carroll said they were convinced Zenith has interested film producers, nonetheless, to a point where "top reissues may be supplied for the test run" in the Chicago area.

Warns on Micro-Waves

The Rembusch report bitterly attacked rumored plans of the producers and Theatre Owners of America to seek theatre television frequencies in the micro-waves, declaring that micro-wave transmission required too much equipment to be economically feasible for small rural or suburban theatres. "Micro-waves for theatre TV would mean a TV monopoly for the large affiliated theatres," the report said. It urged that Allied, in its appearance before the Federal Communications Commission, ask that channels two, three, four, five and six, in the very-high band now used by commercial TV broadcasters, be vacated by the broadcasters and turned over to theatre television.

MPAA's TV Report Ready This Month

WASHINGTON, Feb. 13.—The Motion Picture Association hopes to have ready by the end of the month a comprehensive study of the impact of television on the industry.

Research has been under way for several months and the MPAA television committee has gone over different parts of the report at recent meetings. It will take in all phases of the problem, whether television offers a market for Hollywood production, the effect on the box-office of home television, Phonevision, theatre television, and other specific topics.

Allied Gives Myers Cadillac (Tax-Paid)

Washington, Feb. 13. — If you thought Abram F. Myers was a colorful person before, you should see the Allied States chairman and general counsel now.

Allied officials over the weekend presented Myers with a new Cadillac in recognition of his 21 years' service to the independent exhibitor organization. The car, selected by Mrs. Myers, is fawn colored with red leather cushions.

Reviews

"Father Is A Bachelor"

(Simon-Columbia)

WILLIAM HOLDEN, as a vagabond minstrel man, falls heir to a bundle of troubles when he decides to adopt a brood of five orphaned youngsters in "Father Is A Bachelor." The film is an amiable drama in a country setting and has qualities that make for good family entertainment. More sophisticated film-goers are likely to find the story's development on the obvious side.

As it is, Holden is the sort of fellow who shuns responsibility and most always has an easy-going song on his lips. When first he encounters the youngsters in their little shack at a river's edge he wants to help them without becoming too deeply involved. In time, however, he becomes completely captivated and finds himself more and more dedicated to the youngsters' needs. Plot complications develop when a movement to send the kids to an orphanage threatens. Then there are differences which Holden has with the town villain.

The screenplay, by Aileen Leslie and James Edward Grant, provides the romantic interest for Holden in the form of Coleen Gray, the town judge's pretty daughter. The situation develops to a point where romantic hopes for Holden are imperiled but things are eventually cleared up in a happy ending. Charles Winninger provides a happy touch as the operator of the medicine show and companion of Holden. The youngsters in the cast are Mary Jane Saunders, Gary Gray, Billy Gray and Wayne and Warren Farlow. An S. Sylvan Simon production, it was produced by Simon and directed by Norman Foster and Abby Berlin.

Running time, 84 minutes. General audience classification. For February release. MANDEL HERBSTMAN

"Gunmen of Abilene"

(Republic)

SUBSTANTIAL western fare is provided in this latest Allan "Rocky" Lane picture directed by Fred C. Brannon, with Gordon Kay the associate producer.

Hired by local druggist Peter Brocco, who'd discovered gold underneath the town of Blue Valley and wished complete possession, gunmen from Abilene rob supply wagons, burned houses and killed leading citizens. Their leader, Roy Barcroft, obtains deputy marshal "Rocky's" papers and poses as the new deputy marshal, sent to preserve order. This ends their terrorizing, however, as "Rocky" discovers their headquarters and leaders, and although temporarily bested, escapes in time to foil the plot to blow up the citizens' wagon train. He kills Brocco, knocks out Barcroft, and the others are buried in a landslide brought on by their own dynamiting.

The suspense provided by good direction and M. Coates Webster's script help to make this a satisfying action film. The cast includes Eddy Waller and Donna Hamilton in addition to Lane, Barcroft and Brocco.

Running time, 60 minutes. General audience classification. For February release.

Elect Rembusch

(Continued from page 1)

petitive bidding, with an eye to possibly asking the Justice Department to move against some companies under the anti-discrimination clause in the New York court decree and the RKO and Paramount consent decrees.

The information will probably be put before the next board meeting for possible action.

Abram F. Myers, general counsel, said that due to the pressure of time and a lack of interest among some members, the board did not discuss whether Allied should appoint a committee to approach distributors on using commercial arbitration to settle clearance and other disputes.

The board authorized an "anti-trust" library, probably in Washington. Copies of all briefs and pleadings in industry anti-trust cases will be analyzed so that lawyers fighting for the same principles in anti-trust cases will not take different positions. The library will be primarily for the use of Allied members, Myers said, but its services will be available to counsel for any independent involved in an anti-trust suit against a major company.

Territorial surveys on the box-office slump will be concluded immediately, the board decided after hearing a report which showed that box-office had dropped 26 per cent in Maryland from a similar test period last year and had "very seriously" declined in Eastern Pennsylvania. Myers said he hopes to have the information in time to present to the House Ways and Means

committee as an argument for the repeal of the admission tax.

The board decided to hold a national convention and equipment display for all outdoor theatre exhibitors, both Allied members and others. The convention will be held in Kansas City in early May, and will be followed by regional conventions. Some of these, in Texas, Iowa and Nebraska, have already been scheduled.

The standing committee on forced percentage playing was authorized to visit distributor sales managers to propose an extension of the class of theatres included in the flat fee category.

The board also took the following actions: Appointed Rembusch Allied's representative on Compo, with Nathan Yamins as alternate and Myers as counsel.

Selected Pittsburgh for the 1950 national convention, to be held Oct. 2-4, with a board meeting Sept. 30-Oct. 1. Decided to hold the next board meeting in Memphis in May.

Crown

(Continued from page 1)

named Crown's assistant on domestic sales, while Robert B. Pell, who has been Crown's assistant during the past four years, will be his assistant in the foreign sales field under the new arrangement.

It was announced also that William Toumey, formerly of Eagle-Lion, has been engaged as assistant to Jock Lawrence, newly-appointed vice-president of Goldwyn's advertising-publicity.

Allied Tells RKO to Withdraw 'Stromboli'

Washington, Feb. 13.—All American exhibitors were asked not to play RKO's "Stromboli" and the company was told to withdraw the film and stop "the meretricious advertising campaign it has inaugurated in a careful effort to promote the picture" in a resolution passed at the Allied States Association board meeting here on Friday.

The resolution, authored by Stanley Kane, extended the scope of the resolution passed Thursday, which asked all Allied members not to play "Stromboli."

'Stromboli'

(Continued from page 1)

for which attorney Joseph Rosenberg, representing Disney, petitioned.

Both films were further intertwined in the RKO Theatre agreement made with the U. S. District Court and attorney Thomas McConnell, representing the Jackson Park Theatre, whereby the Grand could play films on a long run basis, while the Palace plays double features under a two-week limit, so that between the two houses 15 films are made available to the outlying houses within 13 weeks. Friday's decision will reverse the agreement, making the Palace the long run house, at least until "Cinderella" run ends.

McConnell protested against both films playing extended runs, but approved the "Cinderella" extension because of its "pure" story. RKO attorney Bryce Byrnham in citing to Judge Igoe that "Stromboli" had the Legion of Decency's approval, was told by the judge: "You're not going to get this court to approve that film for more than two weeks downtown."

Neighborhood theatres, however, will be able to play the film directly after the Loop run.

Bar Bergman Picture, Georgia Senate Asks

The Georgia senate has adopted a resolution asking the state's theatres not to show any films made by Roberto Rossellini or with Ingrid Bergman, according to wire service reports received at the weekend. Meanwhile, a resolution asking the Texas legislature to ban "Stromboli" was referred to a subcommittee. In Maryland the general assembly received a resolution urging residents to boycott Miss Bergman's films, but the state board of censors refused to ban them.

The Housewives League of Houston, Texas, reportedly has planned a telephone campaign to urge the city's women to boycott "Stromboli." The Rock Hill, S. C., Women's Council, which asked for a ban on the film, added a denunciation of Rita Hayworth's films. A resolution for a ban on "Stromboli" was introduced in the South Carolina House.

Boston, Feb. 13.—Mayor John B. Hynes states that he has no present intention of banning "Stromboli" from Boston. "The picture will be judged on its merits as a film and not on the record of its actors," he declared.

Petrillo Calls for Repeal of US Tax

The 20 per cent Federal entertainment tax discriminates against entertainers and is unsound as a means of revenue because it "shows very rapidly diminishing returns, dries up the source on which it is levied," president James C. Petrillo of the American Federation of Musicians charges in an appeal for repeal of the levy in the current issue of *International Musician*.

'49 Dividends \$40,855,000

WASHINGTON, Feb. 13.—The Commerce Department said today that based on preliminary reports from motion picture companies the industry paid \$40,855,000 in publicly reported cash dividends in 1949.

This compares with final revised figures of \$54,205,000 in 1948 and \$54,641,000 in 1947, the highest year on record. In 1948, the preliminary figures were almost \$10,000,000 below the final figures, but Commerce officials said they doubted anything like that would happen for 1949. Final 1949 figures will not be available for several months.

32 More Bookings Set for 'Samson'

Thirty-two pre-release engagements have been set for Cecil B. DeMille's "Samson and Delilah" during February and March, A. W. Schwalberg, president of Paramount Film Distribution Corp., has announced.

Henry Wilcoxon, "traveling ambassador" for the film, resumed his goodwill tour yesterday at Charlotte, the first of 12 Southern cities to be visited during a three-week period. Wilcoxon also will address a Louisville gathering on behalf of "Brotherhood Week" on Feb. 21.

Hawks-Lasker Will Produce 3 for RKO

HOLLYWOOD, Feb. 13.—Winchester Pictures Corp. has been formed here by Howard Hawks and Edward Lasker to produce three films for RKO release. The deal provides for RKO financing and for use of RKO studio facilities and stipulates an undisclosed budget for the project.

Review

"Unmasked"

(Republic)

WRITTEN, directed and acted in conformity with time-honored production principles, "Unmasked" is a moderately entertaining melodrama about murder of a glamorous lady (Hillary Brooke) by a predatory newspaper editor (Raymond Burr) who had gotten all he could from her in the way of financial backing.

The murderer succeeds in pinning suspicion on the lady's elderly husband (Paul Harvey). The latter kills himself before his pretty school teacher daughter (Barbra Fuller) and handsome police detective (Robert Rockwell), with whom she has fallen in love, succeed in bringing Burr to justice. Burr is trapped when he unknowingly causes the death of the brother of racketeer John Eldredge, whose seeking of revenge is instrumental in effecting the editor's come-uppance. Others in the cast are Norman Budd, who gives an unrestrained performance in the role of a cheap crook, and Emory Parnell, Russell Hicks, Grace Gillern and Lester Sharpe.

George Blair directed from a screenplay by Albert DeMond and Norman S. Hall, based on a story by Manuel Seff and Paul Yawitz. Stephen Auer was associate producer.

Running time, 60 minutes. General audience classification. Release date, Jan. 30. CHARLES L. FRANKE

Tax Hearing

(Continued from page 1)

everyone in the industry is rallying splendidly, with one home office in New York producing 265 personal, different, hand-written letters from rank-and-file workers to their Congressmen.

"The avalanche of telegrams, letters and petitions pouring in on the Senators and Representatives is absolutely unbelievable," one COMPO official declared. He said that Johnston felt COMPO's tax committee is doing the greatest organizational job he'd ever seen.

Make Personal Contact

Another thing that is helping the industry's cause is the way prominent distributors and exhibitors from "back home" have been coming to Washington to contact their Congressmen personally, this official said. For example, Harry Buchanan of North Carolina and Robert Bryant and Colonel Harvey of South Carolina, all were here during the last week, and many of the Allied officials in town for the mid-winter board meeting stayed over to talk to legislators.

14 More N. Y. Solons In Anti-Tax Stand

Independent Theatre Owners Association of New York has received pledges of "unqualified support" of the industry campaign for admission tax repeal from 14 more Congressmen, a total of 26 who have responded favorably to the organization's urgings.

The latest 14 are: Senator Irving M. Ives and Senator H. Alexander Smith, and Representatives B. W. Kearney, Ralph W. Gwinn, Arthur G. Klein, Henry J. Latham, Vito Marcantonio, Charles A. Wolverton, T. Millet Hand, James C. Auchinloss, Gordon Canfield, Christopher C. McGrath, Dean P. Taylor and John C. Davies.

Second Tax Trailer Ready

National Screen Service has shipped to its Chicago, Dallas, Hollywood and New York exchanges the "Kill That Tax" trailer No. 2, which is 65 feet as compared with the 50-foot length of tax trailer No. 1. The new trailer's message, like the previous one, reminds the public that there is no justification for the Federal 20 per cent ticket tax and urges theatre patrons to write to their Congressmen demanding its repeal.

Loew's to Appeal

(Continued from page 1)

ask also for a stay of the lower court's order pending the Supreme Court's decision in the event the latter accepts the case again.

At the same time it was learned that Warners and 20th Century-Fox will continue efforts to reach a settlement with the government which would allow the production-distribution companies, upon divorcement, to operate showcase theatres. Warners and 20th-Fox feel that although the court here decided divorcement was the only "effective relief," the decree does sanction the ownership of a limited number of exhibition properties if there is proof that competition is not "unduly" restrained, and with court approval.

Sees Position Enhanced

However, Warners feels its position has been enhanced by the decree and for this reason, while intending the new settlement talks with the government, might also wind up with an appeal if the latter refuses to come through with new concessions. The company plans to re-appraise the entire situation with a view toward a more favorable pact with the government than the one projected earlier.

Warners believes the whole question is reopened on whether one of the three Warner Brothers is free to stay with the theatre company which would stem from divorcement. Additionally, the court has allowed three years for divorcement, whereas the earlier tentative agreement with the government provided for only one year. A statement following the Warner board meeting on Friday said in part: "The management is now considering plans to be formulated which may meet the requirements of the court judgment and of the Department of Justice."

Justice Dep't. Has Yet to Decide Showcase 'Legality'

WASHINGTON, Feb. 13.—New negotiations of a trust suit settlement with Warners or 20th-Fox are not likely to start before at least two weeks, according to Justice Department officials. They said they would have to study the court's decree further to determine the legality of showcases for new production-distribution companies.

One attorney said that if the decree does ban showcases, it "is theoretically possible, but actually unlikely, that we would ask the court to change its mind. We would certainly want some good concessions from Warners."

WB Quarter Net Profit Is \$3,189,000

Warner Bros. Pictures reports consolidated net profit for the first quarter of the current fiscal year of \$3,189,000, after provision of \$2,200,000 for Federal income taxes and \$250,000 for contingent liabilities.

The company's first fiscal quarter ended Nov. 26, 1949. For the corresponding period in the previous year net profit amounted to \$3,093,000 after provision of \$2,000,000 for Federal income taxes.

Total film rentals, theatre admissions, sales and other income for the first quarter of the current fiscal year amounted to \$32,712,000, compared with \$33,734,000 for the corresponding period of the preceding year. During the quarter, foreign adjustments were made in the amount of \$2,278,967, less a reserve of \$1,187,438, for currency devaluations abroad.

Warner directors on Friday declared a dividend of 25 cents per share on the common stock, payable April 5 to stockholders of record on March 3.

Control of Oriental Lost by Essaness

CHICAGO, Feb. 13.—Essaness circuit lost control of the downtown 3,400-seat Oriental Theatre, when Circuit Judge Cornelius J. Harrington ruled Friday that the Oriental Entertainment Corp. be granted a temporary injunction to restrain Essaness from continuing as operators. Booth Management Corp. is the new operator.

Meiselman Will Take Case to High Court

CHARLOTTE, Feb. 13.—H. B. Meiselman, operator of Meiselman Theatres here, said he will appeal to the U. S. Supreme Court the decision of the Federal Circuit Court of Appeals, Richmond, which, denied his appeal for injunctive relief in his anti-trust suit against major distributors and Charlotte exhibitors.



I can handle your case...

if it's customers you're after...

Just find out about

"THE GREAT RUPERT"

An Eagle Lion Films Release

BANKING FOR THE
MOTION PICTURE
INDUSTRY



**BANKERS TRUST
COMPANY**
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



He gives shape to things to come...



HIS the ability to see each script through the camera's eye . . . to picture with brush and pencil the story's dramatic highlights . . . and, finally, to shape sketches into settings of authentic merit.

He is the screen's art director, at once responsive and responsible. Not only must he be sensitive to the mood of the story . . . giving full consideration, as well, to the personality of the star . . . but

also he must be constantly aware of the practicalities of motion picture production, be able to work closely with scores of crafts within and without the studio.

Above all, the art director knows the importance of the faithful reproduction of the values he creates . . . an assignment he is well content to see competently handled by Eastman's famous family of motion picture films.

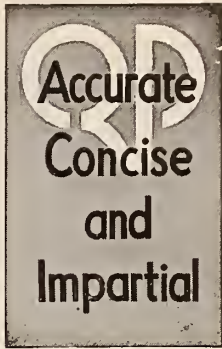
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MOTION PICTURE DAILY



VOL. 67. NO. 31 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 15, 1950 TEN CENTS

Will Weigh US Loss of Jobs In Anglo Pact

Studio Labor Aims to Curb Production Abroad

Wary of increased American production abroad and more Hollywood unemployment in consequence, studio labor groups on Monday were given assurances that their problems will be borne in mind when the Anglo-American film pact is negotiated.

A meeting of representatives of various industry groups, held at the New York offices of the Motion Picture Association of America, was followed by a statement yesterday that "All were in accord as to the need for working together to advance the general welfare of the industry and those who work in it."

Among the participants at the session were Eric A. Johnston, MPAA president; Ellis G. Arnall, president of the Society of Independent Motion

Weather Hits NY 1st Runs

The long holiday weekend failed to bring the business lift anticipated here, with bad weather being especially severe on the holiday gross of Monday. A few situations are doing well but in the main business for the week at the New York showcases is spotty. Among the new films arriving this week are "Stromboli" at the RKO circuit and other houses here today and, belatedly, "The Outlaw" at the Globe on Saturday.

Mexico Tightens Film Import Law

WASHINGTON, Feb. 14.—Two provisions of a new Mexican film law may spell trouble for American film companies, the Commerce Department reported today.

One section of the new law provides for import permits for foreign

'Prairie Fire' Response In Fight for Tax Repeal

20th-Fox to Continue Consent Decree Talks

Twentieth Century-Fox still would prefer to work out a consent decree settlement of the government anti-trust suit if an acceptable agreement can be reached with the Department of Justice, Spyros P. Skouras, president, said here yesterday.

Skouras intimated that the Federal Court judgment entered here last week has not altered the company's views toward a settlement and that consent decree negotiations will be continued.

WASHINGTON, Feb. 14.—A "prairie fire" response to the industry's campaign to repeal the 20 per cent Federal admission tax was reported by the tax committee of the Council of Motion Picture Organizations after an all-day meeting here.

Committee chairman Abram F. Myers said support was coming from the public and the industry in "virtually every theatre and community in the nation. Not since war days has the industry been so united in a single purpose."

The response has been so great that the initial printing of 20,000,000 petitions is exhausted and a reorder has been placed.

Meanwhile, there were these other excise developments: (1) The Congress of Industrial Organizations, presenting its tax program to the House Ways and Means committee, tagged the admission tax as one that should be repealed promptly, because of its broad application and its burden on lower income groups; (2) the House group prepared to open

(Continued on page 6)

Tells NT Executives Of Box-office Drop

LOS ANGELES, Feb. 14.—National Theatres president Charles Skouras told 86 circuit executives at the opening of a four-day meeting this morning "rising costs and decreasing attendance" present the biggest problem confronting exhibition today. He stated that whereas 162,000,000 people attended the circuit's theatres in 1948 the figure declined 10,000,000, to 152,000,000 in 1949.

"We can't laugh at television competition," Skouras told his executives, "but must find means to work with it to our advantage, as we did with radio. Ignoring television will not solve our problem."

(Continued on page 6)

March of Time's Feature to RKO

"The Golden Twenties—a Chronicle of America's Jazz Age," March of Time's first post-war feature, will be released in April by RKO Radio. MOT's news-magazine two reelers will continue to be released through 20th Century-Fox.

In a joint announcement by Ned Depinet, president of RKO, and Richard de Rochemont, March of Time producer, it was revealed that the picture features over 100 personalities of the '20s.

'STROMBOLI' OPENS TODAY WHILE TIDE OF OPPOSITION SPREADS

(*'Stromboli' is reviewed on page 6*)

As Roberto Rossellini's "Stromboli," starring Ingrid Bergman, makes its debut today in more than 125 New York Metropolitan theatres, opposition to exhibition of the picture appears to be spreading in many sections of the country. Nevertheless, before the week is out the film will be showing in some 320 theatres across the country, according to RKO Radio, its distributor.

The New York opening includes the Criterion on Broadway, and all RKO neighborhood houses, as well as theatres owned by others.

Opposition to showing of the pic-

(Continued on page 6)

E-L 'In the Black' Vision Coming True

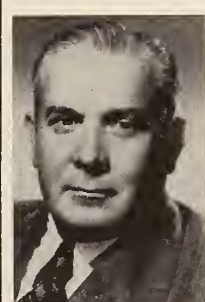
Eagle-Lion distribution vice-president William J. Heineman's prediction of two months ago, that by Feb. 15 the company would be operating "in the black," is coming true, he said yesterday.

Heineman cited the grosses from "Guilty of Treason," as one of the reasons E-L is getting on a "solid" financial footing.

Skouras Calls 'Showmanship' Theatre Meet

2-Day Session to Plan Box-Office Stimulation

Spyros P. Skouras, 20th Century-Fox president, announced yesterday that his company had called a showmanship meeting of more than 200



Spyros P. Skouras

leading exhibitors for March 8 and 9 at the Drake Hotel, Chicago, to discuss means of increasing theatre attendance.

Skouras said that a definite program for accomplishing that objective will be presented to the meeting.

Invitations to attend the meeting have been sent to representative operators of both large and small theatre interests in the United States and Can-

(Continued on page 7)

Academy Lists Its Nominees

HOLLYWOOD, Feb. 14.—The Academy of Motion Picture Arts and Sciences tonight made public the nominations for its annual "Awards of Merit." Nominations for best picture, players and director follow:

Best picture: "All the King's Men," Columbia; "Battleground," M-G-M; "The Heiress," Paramount; "A Letter to Three Wives," 20th Century-Fox; "12 O'Clock High," 20th Century-Fox.

Best actor: Broderick Crawford

(Continued on page 7)

W.L. Bendslev Heads New England Unit

BOSTON, Feb. 14.—The Independent Exhibitors of New England today elected the following officers for the ensuing year:

President, W. Lesley Bendslev; first vice-president, James Guarino; second vice-president, Norman Glassman;

(Continued on page 6)

NEWS in Brief . . .

RADIO City Music Hall will be awarded a "Special Honor Medal" by Freedoms Foundations, Inc., Valley Forge, Pa., for the production of its Independence Day stage pageant, "Let Freedom Ring," at a luncheon of the New York Kiwanis Club today at the Hotel McAlpin here. The medal will be presented by Kenneth Dale Wells, of Freedoms Foundation, and will be accepted by Russell V. Downing, vice-president of the theatre.

Kansas City, Feb. 14.—The board of directors of the Allied unit for the Kansas City territory today approved plans for a regional drive-in equipment show and owners conference to be held here May 8-10. Allied units of Indiana, Illinois, Iowa, Nebraska, Texas and the Rocky Mountain states will co-operate.

HOLLYWOOD, Feb. 14.—Trial of the multi-million-dollar suit of the Conference of Studio Unions against the majors and the IATSE, scheduled to start today, was postponed to Feb. 23, due to the preoccupation of counsel with other obligations. The suit filed three years ago under the Sherman Act, charges conspiracy between the majors and the IATSE in connection with the 1945 studio strike.

Kansas City, Feb. 14. — Fred Herbst, Kansas City Allied unit booker and buyer, has been appointed to succeed C. M. Parkhurst as general manager of the unit.

NEW ORLEANS, Feb. 14.—Universal will hold a world premiere of "The Kid from Texas" on March 1 at the Majestic Theatre, Dallas.

Hollywood, Feb. 14.—All officers and directors of Cinecolor Corporation were re-elected at the annual stockholders meeting here Monday.

WASHINGTON, Feb. 14.—O. F. Sullivan, president of Allied of Kansas-Missouri, has been named chairman of Allied States Association's outdoor-theatre committee, replacing Sidney E. Samuelson.

Arnall No Candidate For Ga. Governorship

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, yesterday disclosed he will not be a candidate in this year's gubernatorial campaign in Georgia. The former governor of the state said that "political and personal reasons account for my decision."

Arnall previously had asked Georgia's attorney general for a ruling on his eligibility to be a candidate and had received a favorable reply.

Personal Mention

BARNEY BALABAN, Paramount president, will leave here tomorrow for a Florida vacation.

GENERAL E. L. MUNSON, former chief of 20th Century-Fox Productions in Europe, and **MRS. MUNSON**; **DEBORAH KERR**, her husband, **ANTHONY BARTLEY** and their daughter; **AGNES MOORHEAD**, actress, and **FREDERICK LONSDALE**, playwright, were among the passengers who arrived here from Europe on the S. S. *Queen Mary* yesterday.

DAVID COPLAN, managing director of International Film Renters, London, an affiliate of Film Classics, arrived in New York yesterday from England aboard the S. S. *Queen Mary*.

HENRY GINSBERG, Paramount studio chief, left here last night for the Coast.

JOSEPH C. GOLTZ, Eagle-Lion foreign sales manager, has returned here from Havana.

SAMUEL GOLDWYN will leave here on Saturday for the Coast.

JOSEPH HAZEN, president of Hal Wallis Productions, has returned to New York from Hollywood.

MURRAY SILVERSTONE, head of 20th Century-Fox International, and **MRS. SILVERSTONE**; **HENRY HENIGSON**, M-G-M executive; and **HARRY BRUCHMAN**, assistant to Paramount president **BARNEY BALABAN**, are among the passengers sailing from here today for Europe on the S. S. *Queen Mary*.

JACK M. WARNER, son of **JACK L. WARNER**, Warner vice-president and **MRS. JACK M. WARNER**, are the parents of their first child, a girl born at Cedars of Lebanon Hospital, Hollywood.

CARL YORK, Motion Picture Association representative for Scandinavia, has left Hollywood, en route to Stockholm.

EZRA STERN, Los Angeles film attorney, is in New York from the Coast.

FRED HIFT of Motion Picture Herald, was married on Sunday to **BERNICE MATTUS** of this city.

N. Y. First Run Income

(Continued from page 1)

stage show at the Music Hall opened strong but was victimized by the weather over the weekend. The first week's take is estimated at \$120,000, below expectations.

"Mrs. Mike," with Gordon Jenkins topping the stage bill is fair enough at the Capitol where the first week's gross is estimated at \$46,000. The film will hold for a second week with "Malaya" to follow on Feb. 22. "The Third Man" continues at a terrific clip at the Victoria which looks for \$40,500 in a big third week. "Dear Wife," with Celeste Holm and Buddy Rogers' orchestra on stage, at the Paramount, drew a mild \$50,000 in a second and final week and will be replaced by "Paid in Full" today.

"Key to the City" probably will do \$15,000 in a slow second week at the State. Holding up, "Samson and Delilah" is likely to reach \$34,000 in a good eighth week at the Rivoli. "Sands of Iwo Jima" promises to give the Mayfair about \$18,500 in its seventh week, which is fairly healthy business. "Cinderella" will replace

"Man on the Eiffel Tower" brought an estimated \$12,500 in a mild third and final week at the Criterion, which is among the spots opening with "Stromboli" today. "When Willie Comes Marching Home" will bow in at the Roxy on Friday, replacing "Twelve O'Clock High." The latter figures to do \$55,000 in a fair third and final week. "Montana," with Sugar Chile Robinson on stage, is likely to reach \$35,000 in an adequate second week at the Strand.

"Tight Little Island" is still strong at the Trans Lux where \$8,500 is apparent for the seventh week. "The Astonished Heart" opened at the Park Avenue yesterday after a series of revivals at the house. About \$13,000 is indicated for the 14th week of "Battleground" at the Astor, which has no complaints. "Port of New York," mild at the Globe, is likely to wind up its second and final week with \$10,000; it will be succeeded by "The Outlaw" on Saturday. Consistent, "The Red Shoes" has \$7,800 in view at the Bijou.

'Samson' Canada Grosses

Cecil B. DeMille's "Samson and Delilah" grossed \$2,540 at the Century, Hamilton, Ont., for Saturday opening and had a three-day gross of \$7,649 for the Capitol, Windsor, Ont., through Saturday.

Investigator Named

LONDON, Feb. 14.—The Board of Trade has appointed M. L. Gedge, attorney, to investigate under the Companies Act, the financial affairs of Plantaganet Films which produced Rod Geiger's "Give Us This Day" with a government loan.

'Francis' at Dinner

Francis, the talking mule, featured in Universal-International's "Francis," will be at the \$100-a-plate Jefferson-Jackson Day Dinner of the Democratic Party at the National Guard Armory in Washington tomorrow. "Iwo" on Feb. 22.

'Wall' Premiere Feb. 17

Universal-International's "Outside the Wall," which was shot in part in Philadelphia, will have its premiere at the Aldine Theatre there, Feb. 17, backed by an intensive promotional campaign.

Newsreel Parade

PARAMOUNT NEW'S current issue is a special nine-minute all sports reel dedicated to those named the greatest athletes in the past 50 years. Complete contents follow:

MOVIETONE NEWS, No. 14.—"Brotherhood Week." Toys for Europe. Largest passenger ship in U. S. President Truman and Boy Scouts. Snow racing. International snow shoeing. Speed skating. Washington: "12 O'Clock High" premiere.

NEWS OF THE DAY, No. 248.—New York: \$2,000,000 dope haul. Toys to Europe. President Truman greets Boy Scouts. Horse racing on ice. "Helicopter Girl." "Brotherhood Week."

PARAMOUNT NEWS, No. 51.—"Greatest Athletes" named in mid-century poll. This special issue is devoted to the nine men and women named as the greatest athletes of the past 50 years in a recent AP mid-century poll.

TELENEWS DIGEST, No. 7-A.—England: Attlee fights for reelection. Jerusalem problem. Chinese squatters moved to safety. New York: narcotics haul. Norfolk: America's biggest passenger ship under construction. Newsphoto contest. Salvador Dali previews debut in jewelry. Bob sled champions.

UNIVERSAL NEWS, No. 326.—Carnival in Florida. Queen Mary's carpet. WACs in Japan. Puerto Rico: housing development of hotels and industry. Golden gloves. Women wrestlers.

WARNER PATHE NEWS, No. 53.—President Truman and the Boy Scouts. Dope ring capture. Berlin slowdown. Puerto Rico: "Operation Bootstrap." Italian storms. Queen Mary's carpet. WACs in Japan. "Helicopter Girl." "Brotherhood Week." Cross country ski championships.

Chas. Skouras Dinner Draws N. Y. Group

HOLLYWOOD, Feb. 14.—A New York industry contingent, headed by Spyros P. Skouras, president of 20th Century-Fox; George P. Skouras, president of Metropolitan Theatres, and Eric Johnston, president of the Motion Picture Association of America, will join Coast studio executives at a dinner for Charles P. Skouras, president of Fox West Coast Theatres, who has been named B'nai B'rith's "Man of the Year." The dinner will be at the Ambassador Hotel on March 4.

Para. Has 17 Ready For 1950: Ginsberg

Seventeen of Paramount's line-up for 1950, either completed or near completion, were listed here yesterday by Henry Ginsberg, vice-president and head of studio operations, prior to his return to the Coast.

The films are: "Dear Wife," "Fancy Pants," "Let's Dance," "Riding High," "Mr. Music," "My Friend Irma Goes West," "Samson and Delilah," "Capt. Carey, U. S. A.," "Cooper Canyon," "No Man of Her Own," "Appointment."

'Treason' Grosses \$22,000

CINCINNATI, Feb. 14.—Edward A. Golden's "Guilty of Treason," an Eagle-Lion release, will gross an estimated \$22,000 in its area premiere week, at RKO's Albee Theatre, against a house average of \$13,000, ment with Danger, "The Furies," "Paid in Full," "September Affair," "Captain China," "The Eagle and the Hawk" and "The Lawless."

The Year's Greatest Honor

M·G·M TOPS!



WINNER OF 2 OUT OF 3 TOP AWARDS IN PHOTOPLAY'S ANNUAL FAN POLL TRULY THE VOICE OF THE BOX-OFFICE!



"Gold Medal Winner"

"THE STRATTON STORY"

MOST POPULAR PICTURE
OF THE YEAR



"Gold Medal Winner"

JAMES STEWART

YEAR'S MOST POPULAR
MALE PERFORMANCE



"Citation"

JUNE ALLYSON

One of 5 Top Roles of
Year for Actresses



"Citation"

**"TAKE ME OUT TO
THE BALL GAME"**

One of the "10 Most Popular
Pictures" of the Year



"Citation"

"LITTLE WOMEN"

One of the "10 Most Popular
Pictures" of the Year



**JAMES
STEWART**

honored by the fans
of America in Photo-
play's Annual Poll
of the public is now
appearing in the
big M-G-M adven-
ture success
"MALAYA"



**JUNE
ALLYSON**

selected as the No. 1
actress by *Country
Gentleman's* millions of
readers and by exhibi-
tors in *Boxoffice Mag-
azine's Barometer* and
now honored by Photo-
play will next be seen
in M-G-M's
**"THE REFORMER
AND THE
REDHEAD"**

And naturally the most popular trade-mark!

"BROTHERHOOD — FOR PEACE AND FREEDOM"



The guys who are always in the
WHEN WILLIE COMES



HELP REPEAL THE
20 PERCENT TAX ON
YOUR MOVIE TICKET!

There's No Business

working for you **STEP OUT**

MARCHING HOME



Like **20** Business!
CENTURY-FOX

L. A. Officials Act As Industry Meets On 'Talent' Racket

HOLLYWOOD, Feb. 14.—Formal action taken today by the Los Angeles County board of supervisors and the city council toward stamping out the "talent school racket" furnished live ammunition for the city, county, state, Federal and business representatives who went into a meeting this evening at the Beverly Hills Hotel called by the Motion Picture Industry Council and Screen Actors Guild in a joint undertaking to eliminate phony business enterprises mulcting large sums from screen, radio and television aspirants.

The board of supervisors ordered its attorney to draw up a licensing measure to subject such enterprises to regulation by the sheriff's office and the County Public Welfare Commission.

The city council adopted an unanimous resolution endorsing the objectives of tonight's MPIC-SAG meeting and pledged speedy implementation of whatever regulatory legislation may be forthcoming. Additionally, a hearing on ways and means of proceeding against bunco operators under the present laws was called for the city attorney's office tomorrow afternoon.

Tonight's meeting is regarded as the greatest show of strength on the industry's public relations front in recent history.

NT Executives

(Continued from page 1)

Although divorcement was not on the agenda, Skouras referred briefly to printed reports of it, adding, "Divorcement raises a lot of problems, and we are cooperating with the government in every way in trying to solve them."

Treasurer H. G. Cox followed Skouras with charts, graphs and statistical reports showing box-office trends in various parts of the country. These combined, he said, to show that NT's total gross for 1949 was 6.4 per cent below 1948.

Stan Brown, Long Beach district manager, reported on an extended survey of admission price policy, summing up with the assertion that his findings show price reduction is not the answer to a waning box-office. He said a canvass of independent theatres which had cut admission prices and admitted children free to compete with adjacent drive-ins showed that attendance had spurted momentarily, but quickly dropped back to normal, with the total gross materially diminished as a result of the price cut.

Darryl F. Zanuck, 20th Century-Fox production vice-president, will report to the meeting tomorrow on product from the studio in 1950. Other reports on all phases of the industry are slated during the next three days.

Bendslev Heads

(Continued from page 1)

secretary, Albert Lourie; treasurer, Melvin Safner; national delegate, Nathan Yamins; board of directors, Katherine Avery, Leonard Goldberg, David Hodgdon, Fred Markey, Walter Mitchell, Daniel Murphy, Francis Perry, Morris Pouszner, Samuel Resnick, Theodore Rosenblatt, Stanley Rothenberg, Meyer Stanzler, Andrew Tegu and Charles Tobey.

Review

"Stromboli"

(RKO Radio)

"STROMBOLI" which has its premiere in some 350 theatres throughout the country today turns out to be a picture of fascinations and disappointments. Beautifully photographed on the volcanic little island of Stromboli off the coast of Italy, it treats with the despair and fitful hope of a young woman trapped within the island's narrow confines through a loveless marriage. This is entertainment on an adult level, frequently sensitive in its perceptions and emotions.

As merchandise, it presents a curious paradox. The film has all the imprints of a better European production, which is to say that it is sharp and realistic in its images and trenchant in directorial style. All of which, while appealing to the discriminating film-goer, would ordinarily limit its broad popular appeal. Yet the very nature of the storm and controversy that has swirled around it no doubt has whetted a mass curiosity which in a large sense may overcome its narrowed intrinsic appeal.

A few observations, already made in regard to the film, bear repetition here. First, there is nothing basically offensive in the picture itself. Judged by this standard alone, one can scarcely object to the picture. However, it is for the individual exhibitor to weigh with enlightenment the public circumstances surrounding the principals of the film and also measure community feelings in relation to these circumstances.

There is little doubt that Roberto Rossellini has made an interesting picture of a woman's isolation and loneliness and her desperate fight for life. Ingrid Bergman gives a beautifully modulated and illuminating portrait of a woman tossed about in the upheaval of war, then confined to a displaced persons camp near Rome. It is here that she meets Mario Vitale, a war prisoner. A little out of love, but mostly from a desire to escape the confinement of the camp, Miss Bergman marries Vitale and goes off to live with him on his native Stromboli. In time, Miss Bergman finds herself suffocating under the confinements of the island and again the impulse to flight stirs in her. Added to this, the inhabitants react against her, suspect her morality, and generally indulge in silent reproachfulness.

The picture is weakened badly by a tendency to display actions and motivations for which there is no logical basis visualized on the screen. This very likely has been caused by editing and cutting. A turbulent climax is reached when Miss Bergman, in a flight for freedom, heads for escape through a raging volcano. Finally when calm returns, she has a change of mind, decides to turn back and seek happiness with her husband and yet unborn child.

Rossellini, who produced and directed, shot the picture entirely in the actual settings, and with the exception of Miss Bergman, has employed non-professional actors. One of the finest scenes in the picture is done in an almost documentary style, as community fishing for deadly tuna is portrayed. Touching vignettes are provided by Renzo Cesano as the priest and Mario Sponza, a lighthouse keeper and "the other man."

Running time, 81 minutes. Adult audience classification. Release date, Feb. 15.

MANDEL HERBSTMAN

'Stromboli' Opposition Spreads

(Continued from page 1)

ture is particularly strong in the South. The Southern Amusement Co. of Lake Charles, La., announced that none of its 23 houses will show "Stromboli." Meanwhile, the Nashville city council has passed a third and final reading of an ordinance giving it the power to ban films; Mayor Cummins denied that the law is aimed at "Stromboli," but indicated that it may be invoked to prevent a showing in local theatres.

Allied Unit Urges Boycott

Another report from Tennessee is that letters will go out from the Memphis headquarters of Allied of Mid-South urging Allied members to refuse to buy "Stromboli" "and all pictures produced or released under similar circumstances." E. O. Cullins, president of Allied Mid-South, said the action is being taken in line with a resolution passed by National Allied at its annual meeting in Washington.

However, the Crittenden Theatre, West Memphis, Ark., just across the Mississippi from Memphis, has announced through Bruce Young, its manager, that "Stromboli" will open there today.

Mayor James P. Meehan of Lawrence, Mass., yesterday ordered the banning of the film from that city. Mayor Henry J. Toepfert of Holyoke, Mass., has also ordered a ban in that city. Seventy Protestant ministers

of Greater Lowell, Mass., demanded that their city government ban the film, and city manager John J. Flannery directed Lowell's licensing commission to forbid showings. On the other hand, the Massachusetts Bureau of Sunday Censorship has announced that "Stromboli" has been approved for showing on Sundays without deletion.

From Toronto comes word that a wave of protest against the film in Canada has emanated from a number of pulpits.

Gus Nestle, city manager of Warner Theatres in Jamestown, N. Y., announced that the proposed showing there of "Stromboli" has been cancelled "in deference to requests from many groups." Ed Johnson's Washington Theatre, Bay City, Mich., will not show the picture, he has reported. Jesse Fine has announced that he would not play the film at his first-run in Evansville, Ind., but George Settos announced it has been booked for the Ross Theatre there.

To Open in Oregon

M. M. Mesher, Oregon Hamrich-Evergreen Theatres' executive, said in Portland, however, following the approval of the picture by the Portland censor board, that it will open today at both the Paramount and Oriental. "We are in the business of presenting motion pictures; we don't intend to

Photos of Anti-Tax Audiences to Capital

Washington, Feb. 14. — Here's the latest wrinkle in the Federal anti-tax fight: Fox West Coast Theatres asks those in the audience favoring tax repeal to stand up. Practically everyone does. A photo is taken and copies are mailed to Congressmen.

Tax Repeal

(Continued from page 1)

hearings on excises tomorrow, with Motion Picture Association of America president Eric Johnston and other officials of the National Committee to Repeal Wartime Excises slated to lead off.

Johnston, vice-president of the committee, and the other members will probably make only a brief reference to the admission tax as one of many to be removed. Compo's representatives, Myers and Theatre Owners of America executive director Gael Sullivan, will testify next Tuesday, Feb. 21.

Attending Compo's tax meeting here were Myers, H. M. Richey, Jack Bryson, Oscar Doob, Morton Sunshine, A. Julian Brylawski and Marvin Faris.

St. Louis, Feb. 14.—Joe Ansell, head of the St. Louis Variety Club, said that if the 20 per cent Federal amusement tax is reduced or eliminated many theatres will be able to reduce admission prices by a nickel.

Although the larger theatres increased admissions to include the tax, most neighborhoods absorbed it and a repeal probably will not affect their prices, however.

PORTLAND, Ore., Feb. 14.—Theatres throughout the Pacific Northwest have begun a drive for repeal of the 20 per cent amusement tax, James M. Hone, executive secretary of the Independent Theatre Owners' Association of Washington announces.

A message declaring, "You have just paid 20 per cent more for your admission tickets because of the Federal nuisance tax" will be exhibited in every theatre.

ATLANTA, Feb. 14.—Georgia Theatre Co. theatres is giving full support to the industry's nationwide campaign to kill the 20 per cent Federal excise tax on tickets, it is announced by William K. Jenkins, president.

judge the moral turpitude of actors or actresses," he said.

Over the weekend, the *Boston Herald* stated editorially: "It is false to ban 'Stromboli' and there is no legitimate connection between Ingrid Bergman's private life and her motion picture offerings." *The Pilot*, official newspaper of the Boston Catholic Archdiocese, has this to say with reference to the picture: "The Commandments are not abrogated even to suit the whims of cinema people."

Famous Players Canadian Corp., which has a first-run contract for RKO Radio product in the Dominion, has made no move to play "Stromboli," it was announced pending "a study of the situation."

Nominees

(Continued from page 1)

in "All the King's Men"; Kirk Douglas in "Champion"; Gregory Peck in "12 O'Clock High"; Richard Todd in "The Hasty Heart"; and John Wayne in "Sands of Iwo Jima."

Best supporting actor: John Ireland in "All the King's Men"; Dean Jagger in "12 O'Clock High"; Arthur Kennedy in "Champion"; Ralph Richardson in "The Heiress"; and James Whitmore in "Battleground."

Best actress: Jeanne Craine in "Pinky"; Olivia de Havilland in "The Heiress"; Susan Hayward in "My Foolish Heart"; Deborah Kerr in "Edward, My Son"; and Loretta Young in "Come to The Stable."

Best supporting actress: Ethel Barrymore in "Pinky"; Celeste Holm in "Come to the Stable"; Elsa Lancaster in "Come to the Stable"; Mercedes McCambridge in "All the King's Men"; and Ethel Waters in "Pinky."

Best director: Robert Rossen, "All the King's Men"; William A. Wellman, "Battleground"; Carol Reed, "Fallen Idol"; William Wyler, "The Heiress"; and Joseph L. Mankiewicz, "A Letter to Three Wives."

Nominate 2 Features, 4 Shorts For Documentary Awards

HOLLYWOOD, Feb. 14.—Two features and four short subjects have been nominated for the special documentary Academy Award and will be screened for the Academy membership on Feb. 26, when final balloting will take place, it is announced by William Cameron Menzies, chairman of the special committee on documentaries.

The features are "Daybreak in Udi," produced for the British Information Services by Crown Film; and "Kenji Comes Home," produced by Paul F. Heard and presented by the Protestant Film Commission. Short subjects are "The Rising Tide," Canadian Film Board; "1848," an A. and F. film; "A Chance to Live," March of Time, and "So Much for so Little," Warner cartoon made for the U. S. Public Health Service.

'12 High' at the Woods

CHICAGO, Feb. 14.—The Illinois National Guard has taken over the Woods Theatre here for the Feb. 28 premiere of Darryl F. Zanuck's "Twelve O'Clock High." The entire theatre has been sold at \$2.00 a seat, with the proceeds going to a memorial honoring the late General Henry "Hap" Arnold, commander of the Air Forces during the last war.

KEEP YOUR EYE ON...



Damon Runyon's
JOHNNY ONE-EYE

Produced by Benedict Bogeaus
thru U.A.

Review

"The Astonished Heart"

(Gainsborough-Universal-International)

THIS is one for the intelligentsia, the chi-chi and the particular. Screen-play by Noel Coward from a Noel Coward original, music by Noel Coward and male lead by Noel Coward establish the pattern.

He is a noted London psychiatrist, by profession so steeped in digging into the mental reflexes and emotional attitudes of others that he has forgotten about his own. Thus, he takes his long-standing marriage to Celia Johnson as a matter-of-fact arrangement punctuated by no visible emotions whereas she, understanding wife, finds the situation agreeable if never exciting.

Arriving on the scene after an absence of quite a span of years is Margaret Leighton, school chum with something of a past. She is attracted to Coward by his introspection and indifference, sets out to add him to her collection of romantic scalps and succeeds. Miss Johnson takes it all with British stoicism and gallantry and professes to understand Coward's emotional conflict to that degree which finds her suggesting her husband and his mistress leave the country together for three months.

The idea there is that Coward might work the urging, flame or passion out of his system and, hopefully from Miss Johnson's viewpoint, return to her bed and board. This would be quite a daring piece of business on the part of any wife, and Miss Johnson fails to escape its consequences. Coward, it is indicated, tries to come out of his submergence, becomes so violently jealous of Miss Leighton that she tires of him more rapidly than perhaps might have been the case under more pleasant circumstances. At any rate, she breaks off the relationship and Coward, unable to apply the psychiatry of which he is an expert to his own dilemma, takes the suicide road. He jumps from the roof of his apartment building and shortly thereafter dies with the name of his wife, not his paramour, on his lips.

"The Astonished Heart" draws its title from a Biblical reference and was one of Coward's famed "Tonight at 8:30" sketches. The film is essentially a dialogue piece in swank London surroundings and is almost entirely devoid of action. But the dialogue, while it runs on endlessly, is smart and very adult in keeping with the Coward standard of play-writing.

The best performances come from Miss Johnson—"Brief Encounter" and "The Happy Breed")—and Miss Leighton. Both do very well in widely divergent roles. Coward is a monument of British reserve and, while he may have been moved internally, the external man rarely gives way to his internal parallel. Thus, he may be regarded as giving a fine performance or a dull one, dependent upon viewpoint. This reviewer bends toward the latter. Graham Payn and Joyce Carey, the remaining members of a small cast, are good.

"The Astonished Heart" is designed best for runs branching off the main stream of exhibition. In that area, it should score, even heavily. It is a Sidney Box production, directed by Terence Fisher and Anthony Darnborough.

Running time, 92 minutes. Adult audience classification. February release.

RED KANN

Skouras Calls Theatre Meet

(Continued from page 1)

ada, including national and regional leaders of Theatre Owners of America, Allied States, Pacific Coast Conference of Independent Theatre Owners, and to trade press representatives.

The company's aim is to have as its guests representatives of every exchange area in the U. S. and Canada at what it regards as the first meeting of its kind ever held in this industry. At a press conference here yesterday, Skouras indicated the nature of the meeting in making it clear that continuing attendance problems and new forms of theatre competition, including television and a noticeable decline in juvenile attendance, call for joint action by distributors and exhibitors. Both share the responsibility and both can contribute to the remedy, Skouras said, adding that exhibitors need help, not criticism, in confronting today's problems.

The company's plan for encouraging and revitalizing showmanship to be presented to the meeting has been formed with the problems and conclusions in mind which were uncovered at the recent 20th Century-Fox merchandising meetings at the home office for theatre advertising-publicity heads.

The meeting itself is regarded by the company as an extension of the program set forth in Skouras's "Clear Statement of Policy" issued by the company last May, defining the basis of its customer relations.

The agenda will include discussions on showmanship, merits of saturation booking and institutional merchandising for the benefit of the individual exhibitor, as well as the industry as a whole. Methods for attracting "new-found" audiences will be presented. Included will be special attention for winning and holding children's patronage.

Skouras will preside at the meeting, assisted by vice-presidents Al Lichtman, Andy W. Smith, Jr., and Charles Einfeld. Important industry personalities, as well as company officials, will address the sessions. Skouras emphasized that it will not be a "sales meeting."

A feature of the meeting will be open forums at which ideas for improving box-office results will be invited.

Mexican Import Law

(Continued from page 1)

films, another authorizes the government to set up a screen quota for Mexican films.

The Department also said that in Germany, a syndicate of six Bavarian banks have established a film financing company, intended as a nucleus to be expanded later. According to German press reports, Commerce added, the company will eventually obtain 35,000,000 marks from the blocked accounts of U. S. and U.K. producers.

Fourth Postponement In Technicolor Case

Hollywood, Feb. 14.—Trial of the government's anti-trust suit against Technicolor, thrice postponed on assurances by counsel that an agreement on a consent decree was imminent, was put over again this morning to Thursday by Federal Judge William C. Mathes following his questioning of attorneys as to whether a disagreement was on language or substance.

The jurist said, "It is rather a sad commentary on the legal profession if you can't break your decree down into the English language."

See Increase in UK Quota Defaults

LONDON, Feb. 14.—An increase in exhibitor defaults under Britain's 40 per cent film quota is expected to be shown for the year ended Sept. 30, 1949, when the default figures are presented to the Films Council on Friday. In the previous year there were 1,608 defaults in 4,706 licensed theatres.

The expected increase in defaults last year over the previous year is despite elaborate relief granted to some theatres and the exemption scheme applicable to others.

Labor in Anglo Pact

(Continued from page 1)

Picture Producers, and James A. Mulvey, president of Samuel Goldwyn Productions, all of whom probably will sit in on the forthcoming London trade negotiations.

Substantiating the broad accord on the "need" for cooperation was a decision to hold a second meeting in Hollywood at which labor's position will be more closely appraised and specific methods of cooperation taken up. Union representatives apparently were satisfied with the results of the Monday meeting.



New Yorkers
are talking about
(that's all right, Walter,
glad to do it for you)
me...in
"THE GREAT RUPERT"
An Eagle Lion Films Release

PHOTOPLAY'S
GOLD MEDAL
AWARD



GOES TO

JANE
WYMAN

FOR 'JOHNNY BELINDA'

.....

*Still another of the series
of awards that have made her*

THE SCREEN'S
"MOST POPULAR ACTRESS"



WARNERS' WINNER
as she will be seen soon in
ALFRED HITCHCOCK'S
"STAGE FRIGHT"



MOTION PICTURE DAILY



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NEW YORK, U. S. A., THURSDAY, FEBRUARY 16, 1950

TEN CENTS

Johnston Asks Tax Repeal at House Hearing

Voices Unplanned Plea In Behalf of Films

WASHINGTON, Feb. 15. — Eric Johnston, president of the Motion Picture Association of America, today called on the House Ways and Means Committee to repeal the Federal admission tax and the taxes on raw film stock and photographic apparatus.

Johnston was one of five witnesses from the National Committee to Repeal the Wartime Excise taxes, who opened five days of scheduled hearings on excises. A. F. Myers and Gael Sullivan, representing the council of Motion Picture Organizations, are scheduled to appear next Tuesday.

Johnston's prepared statement dealt
(Continued on page 8)

'Stromboli' in Good Opening

Scattered reports of opening day business for "Stromboli" in the New York metropolitan area, where it had a 125-theatre mass premiere yesterday, indicated that the highly-exploited Roberto Rossellini-Ingrid Bergman picture bowed to good but far from sensational grosses.

Business built up steadily into the evening with an average of about 50 per cent better than normal for Wednesday business in recent months. Houses which normally grossed slightly more than \$1,000 in midweek were
(Continued on page 10)

'Stromboli' Attacked By Congressmen

Washington, Feb. 15.—The opening of RKO's "Stromboli" was greeted with a salvo of attacks in the House of Representatives today.

Rep. Ed. Gossett (D., Tex.) led the way and his stand was echoed by Reps. John Rankin (D., Miss.), Clare Hoffman (R., Mich.), and Leroy Johnson (R., Cal.)

Proposes Local Officials Be Told of Tax Protests

ALBANY, N. Y., Feb. 15.—Local film industry leaders believe practical for other areas the suggestion made by Guy Graves, Schenectady city manager for Fabian, and adopted at an admission tax repeal meeting here, that city, state and town officials be notified about the number of signers of petitions to Congress for repeal of the Federal tax. Graves explained it would put local officials on notice on the number of people who oppose an admission tax and might stop them from advocating or voting local levies to replace the Federal impost in the event of its repeal.

New York State has a law, enacted in 1947, and amended in 1948, permitting all counties and every city over 25,000 population to vote a se-

ries of special taxes, including a five per cent tax on admissions. Binghamton is now collecting the latter. Schenectady considered an admission levy last year but dropped the idea after theatre interests began a campaign in opposition.

Gov. Dewey, who approved the 1947-1948 statutes, recommended in his annual message to the legislature in January that the Federal government withdraw from admission and gasoline taxes, leaving those to the states. Following a protest by Abram F. Myers, COMPO tax committee chairman, Dewey slightly changed his position.

Communities in other states are also levying admission taxes, the number doing so being on increase.

Sees Exhibitor Key Concentration Plan To Production Rate For Para. Reissues

LOS ANGELES, Feb. 15.—Twentieth Century-Fox production chief Darryl F. Zanuck today told National Theatres executives convening at the circuit's home office headquarters here that his company probably will not make a substantially greater number of pictures this year, but may do so next, and pointed out that the decision depends on box-office, as the studio policy is to keep a steady supply of balanced product flowing to theatres.

The rate of payoff and run will govern the number of pictures made, he said, but the program will continue to stress variety in subject matter under any circumstances. The executive said aggressive showmanship on the part of the exhibitor, particularly in shaping exploitation to particular communities to take advantage of na-

(Continued on page 8)

Gould to Set 'Rose', Other Deals Here

Walter Gould yesterday said he will arrange for distribution here of "Rose of Bagdad," Italian-made feature-length cartoon in Technicolor, and expects to consummate several other deals shortly.

Now on his own as distribution agent for U. S. producers in foreign territories and for foreign producers here, the former United Artists foreign sales manager, returned to New York this week after a five-week tour of Europe.

He said he was especially interested in "The Big Rendezvous," which concerns Americans landing in Algiers during the war, produced in Paris by Adolphe Osso.

In order to obtain maximum concentration in the handling of re-releases, a "bi-zonal" plan of distribution has been developed and adopted by Paramount, it was disclosed here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Under the plan, the country is divided into two zones, East and West. Two separate release dates will be assigned to each re-release, and the full national complement of prints for each production will be concentrated in one zone during the release period. The plan will make a larger number of prints available in any given area.

The East zone consists of branches in the Eastern and Southern division under Hugh Owen and the Mid-

(Continued on page 10)

Schine Is Holding Merchandising Meets

MARION, O., Feb. 15.—Fifth in a series of Schine Circuit merchandising meetings is being held here today. Seymour L. Morris, director of publicity and exploitation; Bernard Diamond, assistant to L. W. Schine; Bill Kraemar, zone manager-booker, and Cy Fredman, Morris' assistant, are attending, from the Schine home office at Gloversville, N. Y. Another meeting will take place here Friday, and one in Lexington, Ky., on Monday.

Ten managers are assigned to each meeting, to discuss product and campaigns for pictures booked for the next three months. The Federal tax repeal campaign is also being pushed. Meetings have been held in Amsterdam, Syracuse, Rochester and Buffalo.

RKO Ready to Meet Terms of Decree Today

Ready to Comply with Partnership Breakups

RKO will file notice of compliance with the partnership-dissolution demands of its amended consent decree with the U. S. Statutory Court here today, unless a new time extension is granted.

Today is the deadline for either terminating joint RKO theatre interests or taking alternative action such as filing dissolution proceedings in court as the company already has done in the case of its partnership with Walter Reade.

RKO is close to a deal with Skouras Theatres on breaking up their joint operation of seven houses in the Bronx and one each in Newark and Forest Hills, and apparently has
(Continued on page 10)

United Para. Sets Dividend

United Paramount's board of directors, at a meeting here yesterday, declared the first dividend of the new independent theatre company in the amount of 50 cents per share, payable April 20 to stockholders of record on March 31, Leonard H. Goldenson, president, announced.

Under terms of the Paramount consent judgment in the anti-trust suit, 50 per cent of the dividend will be
(Continued on page 10)

Univ. Reduces Bank Debt to \$6-Million

With repayment recently of \$1,500,000, Universal has reduced to \$6,000,000 the amount owed to the First National Bank of Boston, the Manhattan Co. and Guaranty Trust of New York under borrowing agreements made May 1, 1947, the company has reported.

The \$6,000,000 outstanding includes borrowings of \$2,500,000 by United World Films, a Universal subsidiary.

Says N. Y. Not Set for Bids

Notwithstanding isolated instances of competitive bidding for films in New York City, the belief in most distribution circles is that the city is not yet "ready" for large-scale application of the practice, and will not be for some time to come.

One distribution executive said that if competitive bidding was to be put into operation here at this time for second-run product a large number of subsequent-run houses, whose earning capacities do not measure up, might succeed intermittently in elevating themselves to second-run stature, but would be unable to maintain that position for any sustained period. The consequence, he believes, would be to throw the marketing of second-run product "out of joint" in New York, and do considerable damage to the business of a number of individual situations.

Recently, 20th-Fox sold "Prince of Foxes" away from RKO's Alhambra in Harlem to the independently-owned Apollo, under competitive bidding for the picture's second-run. A spokesman for the distributor said this does not mark the beginning of continuing competitive bidding here for its product. RKO, it is understood, will offer "Holiday Affair" for competitive bidding, second-run, but also as a departure that very likely may not be repeated for some time to come.

Five Films Start on Coast, 4 Completed

HOLLYWOOD, Feb. 15.—The production index rose by one picture this week, for a total of 26 in work. Five pictures were started, while four were completed.

Started were: "Henry Does It Again," Monogram; "Dark Violence," Republic; "Bunco Squad," RKO Radio; "Ma and Pa Kettle Back Home," Universal-International; "Sugarfoot," Warner Bros. Completed were: "The Sun Sets at Dawn," Eagle-Lion; "Salt Lake Raiders," Republic; "Outbreak," 20th Century-Fox; "Peggy," Universal-International.

UA Indonesia Deal

United Artists has closed with N. C. Mij Intraport for the latter's distribution of the company's product in Indonesia, it was announced by Arthur W. Kelly, UA executive vice-president. Motion Picture Export Association ceased operations in behalf of all U. S. companies in that country on Dec. 31.

Spiegel Quits RKO Post

Marc M. Spiegel, who has been handling special assignments for RKO Radio's foreign department for the past four years, has resigned his post, effective March 1. His future plans have not been announced.

Personal Mention

H. M. WARNER, Warner Brothers' president, is scheduled to leave here today for a Florida vacation before returning to the West Coast.

NATHAN E. GOLDSTEIN, New England circuit operator, and MRS. GOLDSTEIN are vacationing at Sarasota, Fla., and plan to return to Springfield, Mass., early in April.

RALPH WHEELWRIGHT, assistant to HOWARD STRICKLING, M-G-M studio publicity director, will leave here tomorrow for the Coast.

EDMUND L. DORFMAN, producer, was the guest of Film Classics and American Theatres at a luncheon yesterday at Boston's Hotel Statler.

BILL TWIGG, former buyer-booker for the Peter Wellman circuit at Cleveland, has joined United Artists there as a salesman.

EDWARD J. WEISFELDT has resigned as general manager of Associated Theatres, Detroit. MAX GEALER will take over the post.

GEORGE H. GAMMEL, head of the Gammel circuit with headquarters at Buffalo, and MRS. GAMMEL are in Florida for a vacation.

SAM SEIDELMAN, Eagle-Lion general foreign manager, will leave here at the weekend for a five-week tour of Latin America.

JOEL LEVY, Loew's out-of-town booker, will leave here today for New Haven.

JIMMY BOYLE, Eagle-Lion exploiter, has returned here from Boston.

JOSEPH BERNHARD, Film Classics' president, has returned to New York from a Coast trip.

NAT NATHANSON, United Artists newly-appointed Eastern and Canadian sales manager, was in Chicago on Sunday, where he was formerly branch manager, and was presented with a desk set by the branch employees.

BEVERLY SCOPE, secretary to JACK BELLMAN, Eagle-Lion circuit sales manager, will be married here on Saturday to MILTON SMITH.

IRVING SOCHIN, sales head for Universal-International's Prestige Pictures, will leave here today for Chicago.

PAUL KAMEY and JEROME EVANS, Universal-International exploiters, have returned here following a tour of key cities.

CHARLES SIMONELLI, Universal-International exploitation head, has returned to New York from New Orleans.

PAUL LAZARUS, JR., assistant to United Artists president GRADWELL SEARS, will leave here this weekend for a two-week vacation at Phoenix.

LEO F. SAMUELS and CHARLES LEVY of the Walt Disney office here, have returned to New York from Chicago.

STEVE STRASSBERG, Film Classics assistant advertising-publicity director, is in Boston from New York.

NOEL COWARD sailed for London yesterday on the *S. S. Queen Mary*.

Johnston to Affirm Films' Role Abroad

Eric Johnston, president of the Motion Picture Association of America, and Norman Cousins, editor of *The Saturday Review of Literature*, will appear on the radio program, "America's Town Meeting of the Air," on Feb. 21 to debate the question, "Do Our Movies Abroad Speak for America?" The program will be heard over the ABC network.

Set 'Guilty' Tie-ups

CHICAGO, Feb. 15.—Tie-ups on radio and television shows and special screenings for Catholic societies and the Overseas Press Club have been arranged here for Eagle-Lion's "Guilty of Treason," which will open at the Roosevelt Theatre, Feb. 22. Charles Baron heads a crew of Eagle-Lion publicity men assigned for the local promotion.

Quits Goldwyn Studio

HOLLYWOOD, Feb. 15.—William Peirce resigned today as assistant publicity director for the Samuel Goldwyn studio, effective Saturday. He announced no plans for the future.

Wisc. Allied Plans Children's Matinees

MILWAUKEE, Feb. 15.—Wisconsin Allied Theatre Owners is advancing a plan for Parent-Teachers Ass'n, approved matinees to provide suitable film programs for children from the first to the eighth grades, inclusive, on Saturday mornings. The cost per child will be \$1.00 for 11 consecutive shows, and only those that have the complete series tickets will be admitted. The films will be approved and selected by the national PTA and Film Library Council.

Bob Hope at Paramount

Bob Hope has been booked to appear in person at the New York Paramount starting March 1 in conjunction with "Captain China." The engagement will mark the first appearance of Hope in a Broadway theatre since he played the Paramount in 1939.

Loew's to Pay Dividend

The board of directors of Loew's, Inc., yesterday voted the regular quarterly dividend of 37½ cents, payable on March 31 to stockholders of record on March 10.

Snaper Is Pessimistic Over Video Influence

Washington, Feb. 15.—The impact of television on the theatre business is becoming greater as each set is sold, according to Wilbur Snaper, president of Allied of New Jersey. The Allied official said attendance at matinees is shrinking to zero.

TV Programs will get better, Snaper predicted. "Television is going to grow and grow and our customers are going to go and go," he added. "Good pictures alone are not the answer to TV as competition."

Variety, Rogers Aid Leukemia Youngster

Variety International and Roy Rogers have combined their efforts to cheer a young leukemia victim undergoing experimental treatment with the new drug ACTH in University Hospital here. The boy, Tyrone Diggins, had been flown into New York by the Variety Club of Indianapolis, and, when asked, he said that what he wanted most in the world was to talk to Roy Rogers. Variety arranged for Rogers to telephone the boy from Houston.

Walker, Schaefer on Cardinal's Committee

Former Postmaster General Frank C. Walker of Comerford Theatres and George J. Schaefer, industry executive, have been named treasurer and assistant treasurer respectively of the special gifts committee of Cardinal Spellman's Committee of the Laity for the 31st annual fund appeal of New York Catholic Charities.

Para. Affiliate to Build

SALT LAKE CITY, Feb. 15.—A new 1,000-seat theatre will be built this summer in the Salt Lake residential area by Inter-Mountain Theatres, a Paramount affiliate, Ray M. Hendry and Sidney L. Cohen, associate general managers, announce. It will replace Inter-Mountain's downtown Victory Theatre which was destroyed by fire in 1942.

Identity Bills Introduced

ALBANY, N. Y., Feb. 15.—State Senator William F. Condon and Assemblyman Malcolm F. Wilson, Westchester Republicans, have introduced bills in the state legislature requiring theatre operators to display signs showing who owns their theatres.

Reappoint Ray Feeley

BOSTON, Feb. 15.—Ray Feeley has been reappointed business manager of the Independent Exhibitors of New England for the coming year.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.

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N LIGHTNING"

PLAY BY LIAM O'BRIEN AND VINCENT EVANS
Suggested by a Story by J. Redmond Prior

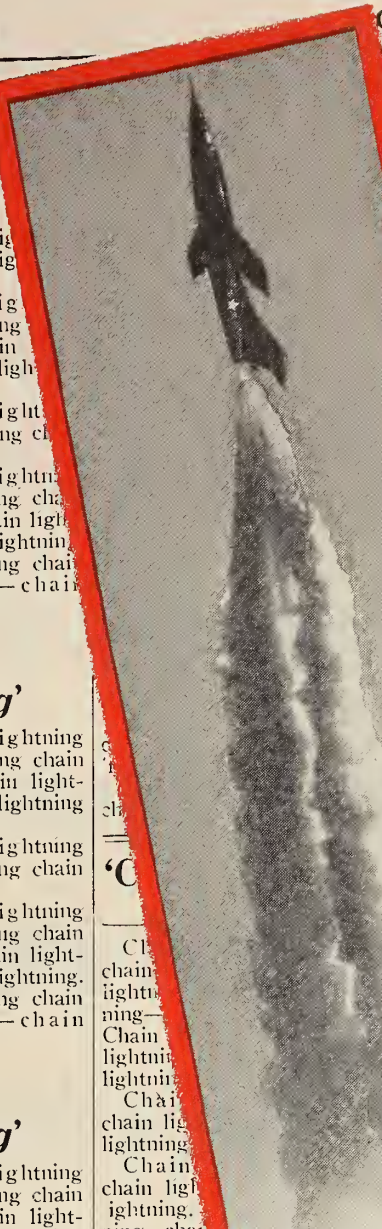


Chain lightning chain lightning. Chain lightning chain lightning. Chain lightning.

UMPHREY BOGART ELEANOR PARKER
 YMOND MASSEY RICHARD WHORF DIRECTED BY STUART HEISLER PRODUCED BY ANTHONY VEILLER
 OTHERHOOD — FOR PEACE AND FREEDOM. *Believe it! Live it! Support it!*

**VERY HOT
TRADE NEWS!**

**1st JET PLANE
STORY READY!
WARNERS'
BIGGEST
BOGART SHOW
IN YEARS
AND YEARS
AND YEARS!**



IN THE EAST, WALTER WINCHELL WROTE:

“‘Samson and Delilah’ is the first film since ‘Gone With The Wind’ that promises to gross more than that record grosser.”

NOW TO EXHIBITORS EVERYWHERE PARAMOUNT SAYS:

**Please do not use ANY previous p
measuring rod for what Paramou
sensational grosses now being re
25 key engagements clearly indic
money attraction like CECIL B. D**

Samson and Delilah

Color by

BROTHERHOOD WEEK—February 19-26.
Brotherhood—for Peace and Freedom.

Cecil B. DeMille's SAMSON AND DELILAH • starring Hedy Lamarr • V

Color by TECHNICOLOR • Produced and Directed by Cecil B. DeMille • Screenplay by Jesse L. Lasky Jr. Fred



ON THE COAST, HEDDA HOPPER WROTE:

**"I'll predict 'Samson and
Delilah' will outgross
'Gone With The Wind'!"**

**picture – however great – as a
the world's greatest can do for you. The
recorded at every one of its first
shows that there has never been a
PARAMOUNT'S Paramount Masterpiece . .**

and Delilah

TECHNICOLOR

Tell Your Congressman To Vote
To Repeal The Movie Tax

Starring: Victor Mature · George Sanders · Angela Lansbury · Henry Wilcoxon

Book · From original treatments by Harold Lamb and Vladimir Jabotinsky · Based upon the history of Samson and Delilah in the Holy Bible, Judges 13-16

Vaudeville Staging Comeback in Britain

Washington, Feb. 15.—Vaudeville is having a rebirth in the United Kingdom, too, the U. S. Commerce Department reports.

The Empire Theatre, in London's West End, is one that experimented with stage shows as an added attraction to the film program and in the first week broke all attendance records.

May Appeal in Oriental Case

CHICAGO, Feb. 15.—The Oriental Theatre case will shortly be brought again before the Circuit Court, when the plaintiff, the Oriental Entertainment Corp., will seek a permanent injunction to restrain the Booth Management Corp. from operating the theatre.

Booth took over possession of the Oriental last Friday from Essaness after Circuit Judge Cornelius Harrington awarded the plaintiff a temporary injunction restraining Essaness from continuing as operators. Edwin Blackman, Essaness attorney, stated today an appeal will be made to the Appellate Court if the permanent injunction is granted.

Film, Revue to Aid American Legion

INDIANAPOLIS, Feb. 15.—Plans for a musical film and road-show to raise funds for its rehabilitation activities were announced here by George N. Craig, national commander of the American Legion. The Legion has signed with Owen Crump, Hollywood producer, and LeRoy Prinz, Warner director, to stage the revue, to be called "Red, White and Blue," at an estimated cost of \$300,000, Craig said. A film version would follow a nationwide tour.

Lurie Gets Carroll House

SAN FRANCISCO, Feb. 15.—Louis R. Lurie and Jake Shubert, New York producer, are purchasing the Earl Carroll Theatre and restaurant in Hollywood, for \$1,500,000. Lurie said he plans to invest about \$500,000 and convert the building into a double theatre, one stage for television and one for a legitimate theatre. Conversion will require a year. Establishment closed last October when Carroll died in a plane crash in Pennsylvania.

Terminate Kaye Pact

HOLLYWOOD, Feb. 15.—Danny Kaye and Warners announced the amicable termination of the actor's contract which called for five pictures during five years. Kaye made one picture, "The Inspector General," for Warner. The contract also included the services of Sylvia Fine as lyrics and music writer and assistant producer for each film.

Help make Better Americans—Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

Latta Commends British Theatres and Management

C. J. Latta, theatre executive who left the Albany zone of Warner Theatres two years ago to become managing director of Associated British Pictures in England, interviewed yesterday on the eve of his return with Mrs. Latta to London, said, "I have never seen, anywhere, any better maintained theatres than in England, and there's management behind them."

Despite extreme shortages of building materials and labor that make it practically impossible to construct new theatres, Latta declared that the United Kingdom has no shortage of fine picture houses. He said that the promotional and programming activities of British exhibitors compared most favorably with what is done in

the United States. His own ABPC circuit of more than 400 houses, he revealed, has a special organization which concentrates on kiddie club matinee shows and has built up a tremendous new audience with these presentations.

Generally, the ABPC executive commented, theatre problems in England and the United States are similar. Exhibitors in both countries are concerned over heavy admission taxes. Newsreels are as popular as ever, Latta said. He has found that the English system of charging different ticket prices for various sections of the theatre has been particularly effective in insuring that there is "a ticket for every pocketbook."

Ascap to Elect 8 Propose License, Members of Board Tax for Drive-ins

Ascap ballots are in the mail to members for the election of four publisher board members and four writer members replacing those whose three-year terms expire this year. The writers whose terms expire are Stanley Adams, Otto A. Harbach, Edgar Leslie and Deems Taylor. They are candidates for re-election against this slate of nominees: Walter Bishop, L. Wolfe Gilbert, John Latouche, John D. Marks, Maurice Sigler, Abel Wayne, Walter Golde and Irwin Rowan. Retiring publisher members, unless re-elected, are Irving Caesar, Frank H. Connor, Abe Olman and Lester Santly. Publisher nominees are Abner Silver, Tommy Valando, Bob Miller and Willard Sniffen.

Hallmark Has Plan For Exhibitor Meets

WILMINGTON, Feb. 15.—Hallmark Productions this year will provide a complete final day's program for state and regional conventions of exhibitor organizations. The plan, formulated by Hallmark's president Kroger Babb, will provide the conventions with a closing day of features including everything from "soup to nuts." Four state convention program committees have already cleared their dates and will wind up their 1950 meets with the program, the company announces.

Arthur Ungar's Mother

HOLLYWOOD, Feb. 15.—Funeral services were held here yesterday at Beth Olam Hollywood Cemetery Chapel for Mrs. Bertha Ungar, 86, mother of Arthur Ungar, editor of *Daily Variety*, who died Sunday at home at Van Nuys. A brother, Max Rossett of New York, also survives.

Mrs. Doba Clayman

CLEVELAND, Feb. 15.—Funeral services were held Friday for Mrs. Doba Clayman, mother of Sigmund Clayman, Warner's head shipper here who is a candidate for state representative in the forthcoming election.

Samuel Goldwyn Cited

Parents Magazine has awarded a special plaque to Samuel Goldwyn, for his "portrayal of the American way of life."

LEXINGTON, Feb. 15.—Bills introduced in the General Assembly at Frankfort include House Bill No. 286, proposed by Representative Hayes, to require licensing of open-air theatres and a tax of 40 cents a year on each parking space.

Senators Leon J. Shaikun and Edward C. Gallagher, Louisville Democrats, have stated they will again seek legislation permitting Louisville to enact daylight savings. Efforts for such legislation in 1948 failed.

Bill Would Require Changes in Booths

ALBANY, N. Y., Feb. 15.—A bill introduced by Senator Hughes, Syracuse Republican, and assemblyman Ashcroft, Utica Democrat, requires "motion picture booths in places of public assembly shall be equipped with facilities to promote and preserve the health, convenience and comfort of occupants, and to discourage development of diseases, ailments or other physical impairments."

The measure is said to be supported by IATSE.

Lamour in Life of Bara

HOLLYWOOD, Feb. 15.—Dorothy Lamour will star in an independently-produced and released feature based on the life of Theda Bara, Wynn Rocamora having acquired rights from Miss Bara (now Mrs. Charles Brabin). Production will start following Miss Lamour's return from England, Rocamora says, with Eastern financing. Miss Lamour will open on May 8 at the London Palladium for two weeks.

Reilly to Assist Schary

HOLLYWOOD, Feb. 15.—Walter Reilly has been named assistant to Dore Schary, M-G-M vice-president in charge of production, succeeding Mary Rechner, who will leave the post in March to become Mrs. Bob Hawk.

Frank G. Loftus, 55

HARTFORD, Feb. 15.—Frank G. Loftus, 55, formerly manager of theatres in Pittsfield, Mass., and Altoona, Pa., and at one time with M-G-M's publicity department, died at Babylon, N. Y., it was learned here yesterday.

Censorship Bills Pend in 3 States

Washington, Feb. 15.—Censorship bills have been introduced in the legislatures of Kentucky, Georgia and Massachusetts, Jack Bryson, Motion Picture Association of America legislative representative, reports.

Bryson also said Maine, New Hampshire and Wyoming are contemplating special sessions to discuss new ways to raise money. So far, 16 state legislatures have met this year in 12 regular sessions and four special sessions.

To Appraise TV for Fabian

ALBANY, N. Y., Feb. 15.—Nate Halpern, television consultant to Fabian Theatres, is due here tomorrow to survey possibilities for installing television in the Palace, Albany; Proctors, Schenectady, and Proctors, Troy. Halpern will confer with Saul J. Ullman, Upstate general manager for Fabian.

This area has only one television channel, held by WRGB, the General Electric station in Schenectady, affiliated with National Broadcasting. Three applications for other channels have been filed by Albany broadcasting companies, including Patroon, operating WPTR, and owned by the Schine interests, and one by a Troy company, WROB, which also televises certain programs from American Broadcasting, Dumont and Columbia Broadcasting networks.

Liberties Union Joins Atlanta Censor Suit

A brief asking the Federal District Court at Atlanta to declare invalid Atlanta's film censorship ordinance, under which Film Classics' "Lost Boundaries" was banned, has been filed by the American Civil Liberties Union, it is announced here. Acting as "a friend of the court," the ACLU brief supports the suit brought by Louis de Rochemont, producer of the film, against the censor board.

Using TV for Promotion

The first TV campaign set by an exhibitor in the New York Metropolitan area for the promotion of a feature has been inaugurated by the Newark Paramount Theatre to publicize Paramount's "Dear Wife," it is claimed by Ben Grier, general manager of the A. A. Adams downtown Newark houses.

VFW Cites 'Treason'

Veterans of Foreign Wars has presented a special award of merit to Eagle-Lion and producers Jack Wrather and Robert Golden for the film, "Guilty of Treason."

Announce Employee Plan

A company-financed insurance and hospitalization plan for employees of Charles Schlaifer and Co. was announced on the first anniversary of the agency's founding last week.

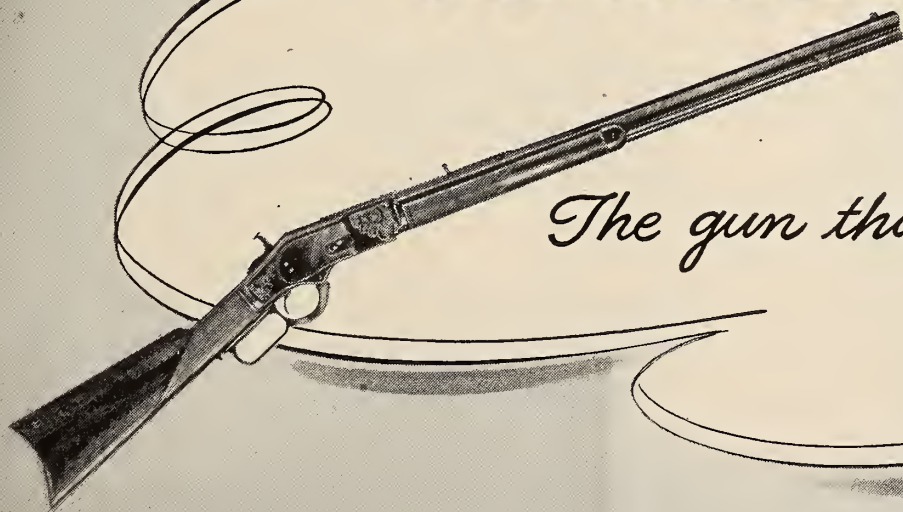
The
"SHOOTING"
HAS BEGUN
AT U.I.

UNIVERSAL-INTERNATIONAL presents

James STEWART
Shelley WINTERS
Dan DURYEA
Stephen McNALLY

*"Winchester
'73"*

The gun that won the West



with MILLARD MITCHELL • John McIntire • Charles Drake • Will Geer
Screenplay by ROBERT L. RICHARDS and BORDEN CHASE • Directed by ANTHONY MANN • Produced by AARON ROSENBERG

14 Ohio Congressmen Support Cut in Tax

Columbus, O., Feb. 15.—Fourteen of Ohio's 23 Congressmen have told the ITO of Ohio that they will support cuts in the Federal admission tax. Two who answered wires sent by the ITO secretary, were non-committal.

Those in favor are: Cliff Clevenger, Thomas A. Jenkins, Robert T. Secrest, J. Harry McGregor, Stephen M. Young, Charles H. Elston, Earl T. Wagner, Edward Breen, Clarence J. Brown, Walter E. Brehm, John M. Vorys, John McSweeney, Wayne L. Hays and Robert Crosser. Mrs. Frances Bolton and William E. McCulloch refused to commit themselves.

TOA Units, Members To FCC Hearings

WASHINGTON, Feb. 15.—Individual members and units in the Theatre Owners of America, as well as the national TOA, will appear at the forthcoming Federal Communications Commission hearings on theatre television.

TOA units and members filed petitions with the FCC seeking hearings, but it was not known until today whether they would also appear at the hearings or let national TOA represent them. The new policy became apparent with a notice from Samuel Pinanski, TOA president, that he wanted to appear for his American Theatres Corp. TOA officials then confirmed that other TOA theatre circuits and units would also appear.

The FCC has also received word from the Society of Motion Picture and Television Engineers and the Jefferson Amusement Co., Inc., of Beaumont, Tex., of intentions to appear at the hearings.

Exhibitors Key

(Continued from page 1)

tional promotion, is more needed today than ever. He added improvement along these lines has been marked since S. Charles Einfeld, advertising-publicity vice-president, joined the company. Zanuck said picture subjects with a message would not be shunned, pointing out the success of "Pinky" and "Snake Pit," but the over-all program would continue to contain comedies, dramas and other types which have scored in past years.

Thornton Sargent, NT public relations director, gave an illustrated talk on product forthcoming from all sources, declaring the industry is "bubbling with good product."

Jack McGee, Fox Intermountain, spoke at length on managerial resourcefulness, courtesy in house operation, and other aspects of individual house management.

Fay Reeder, San Francisco, will open Thursday sessions with a talk on the theatre's responsibility for civic goodwill. Mose Mesher, Portland, will speak on inordinate admissions and taxes. James Runte, Sacramento, will discuss real estate problems, and Ed Haas of Fox-Midwest, will talk on economical maintenance. Ray Davis, Fox-Intermountain, will also speak.

33 N. Y. Congressmen Line Up Against Federal Tax

To date, all but 12 of the 45 Congressmen from the New York Metropolitan area have expressed to the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association their "unqualified support" of the industry's fight to secure repeal of the Federal 20 per cent admission tax, the ITOA reported yesterday.

Expressions of support came yesterday from the following Congressmen of New York: W. Kingsland Macey, T. Vincent Quinn, Joseph L. Pfeiffer, James J. Heffernan, Charles A. Buckley, R. Walter Riehlman, Edwin

A. Hall, Kenneth B. Keating, William L. Pfeiffer and Chester C. Gorski.

It was reported also that the Central Labor and Trades Council, representing all AFL unions in New York, has passed a resolution condemning the 20 per cent amusement tax and urging its repeal.

Eight out of 14 Congressmen from New Jersey already have pledged support in the tax fight, the Federation of New Jersey Theatre Owners reported yesterday. Federation consists of MMPTA, ITOA, New Jersey Allied and other theatre organizations.

Johnston Asks Tax Repeal

(Continued from page 1)

with excises generally, making only one passing reference to the film taxes. He told the committee he was "of course" including in his plea repeal of these taxes.

"These specific subjects will be handled later in greater detail by able representatives of our industry when they appear before the committee," he declared. "They will explain how the admission tax hits unfairly where it hurts the hardest—the pocketbook of the American family."

Expands His Views

But when Johnston finished his prepared statement, Rep. King (D., Calif.) asked him to "expand on these views," and with newsreel cameras grinding, Johnston made a strong pitch on the film taxes.

Johnston's full statement on the admissions tax obviously did not please too well some Compo officials, who had understood Johnson would make no more than passing reference to the tax so that the industry appeal would retain its "grass roots" flavor in the testimony of Myers and Sullivan.

"I hope there is something left for Sullivan and myself to say," observed Myers. "If so, we will say it."

Johnston said the motion picture is a medium of expression and information, like the newspaper, magazine and book. There is no Federal excise on these three, he said, and there should be none on the film industry.

Hits Raw Stock Tax

He pointed out that the industry pays \$3,500,000 a year in the 15 per cent raw stock tax, and said that "film raw stock is to the motion picture industry what newsprint is to the newspaper or paper is to the book or magazine publisher. Again we ask for equal treatment." The 25 per cent tax on photographic apparatus also unfairly discriminates against the film industry, Johnston said.

He emphasized that the motion picture is the only form of family diversion within the reach of millions of American families, especially in the "modest income group." The industry, he said, is trying to supply this family entertainment at a cost of 15 cents to 20 cents an hour, but the excise tax hikes the cost by 20 per cent, and many families "have had to cut down substantially on the only means of recreation available to them." Re-

peal of the admission tax, from the point of view of family welfare should go high on the list for early action, the MPAA official declared.

Rep. Carroll (D., Colo.) asked members of the excise group what assurance there was that any excise reduction would be passed on to the consumer. "As far as the motion picture industry is concerned," Johnston said, "any reduction in the tax will be passed on entirely. The motion picture theatre owners of America have already pledged that."

Generally the committee members were favorable to the pleas for excise relief, though committee chairman Doughton (D., N. C.) harangued at some length on the need for raising revenue to offset any excise cuts and the "disservice" that would be done if the budget were further unbalanced.

Theatres with Local Tax Welcome Drive

Exhibitors in cities with local ticket taxes in addition to the 20 per cent Federal tax are especially welcoming the industry's drive for repeal of the U. S. levy, Loew's disclosed here yesterday, following reports from its theatre managers in the field.

If the Federal tax is lifted public sentiment will go a long way towards influencing the city councils or other lawmakers to do something about the local tax, too—and, at least, prevent local governments from trying to grab the reduced Federal tax.

Omaha Exhibitors, Distributors Organize for Tax Repeal Drive

OMAHA, Feb. 15.—A well-attended industry meeting here developed strong co-operation for the reduction in the 20 per cent Federal admission tax.

Among leaders of the session were: Iz Weiner, U-I branch manager, distributor representative; D. D. Weinberg and Robert Dolgoff, labor attorneys; Walter Creale, exhibitor representative; Robert Livingston, of Lincoln, exhibitor chairman. Branch managers and salesmen also attended.

ALBANY, N. Y., Feb. 15.—Forty exhibitors, at a luncheon meeting arranged by Theatre Owners of America here, were told by Saul J. Ullman, up state general manager for Fabian Theatres, that chances for the repeal of the admission tax are good "if all of us keep fighting and keep rolling petitions in on Congress."

Reagan Offers Aid To Industry Fight On Talent Rackets

HOLLYWOOD, Feb. 15.—The campaign against the talent school racket being conducted by the Motion Picture Industry Council and the Screen Actors Guild includes an offer of complete information and advice to exhibitors everywhere whose localities may become infested with this type of bunco game, Ronald Reagan, MPIC chairman and SAG president, disclosed today, following a meeting of 75 representatives of Federal, state, county and city agencies last night at the Beverly Hills Hotel.

The offer stems from reports that fake talent schools operating here have been duplicated in certain other cities in recent weeks. Exhibitors seeking information for proceeding against this type of rackets are invited to communicate with the SAG or MPIC.

Among the developments last night was a pledge by state authorities to check contract laws and other applicable regulations to see whether punishable violations are being committed. The city attorney today opened hearings on several local cases recently unearthed by local newspapers.

Para. Signs Holt To Produce Two

HOLLYWOOD, Feb. 15.—Paramount today announced signing Nat Holt to produce two big-scale outdoor pictures during the coming year. Holt, who made three films for RKO after switching from distribution to production, and three others independently after forming his own company, is considering several top properties for the first film.

\$500,000 Merchandise 'Plug' for 'Caesar'

"Champagne for Caesar," Harry M. Popkin production for United Artists release, will benefit from a \$500,000 national promotion campaign to be launched by Westinghouse Electric in synchronization with national release of the film, it was announced here yesterday by Howard LeSieur, UA's director of advertising-publicity.

Westinghouse's spring campaign on behalf of its new television line will be keyed to "Champagne."

'IA' Dinner to Mark Walsh's Birthday

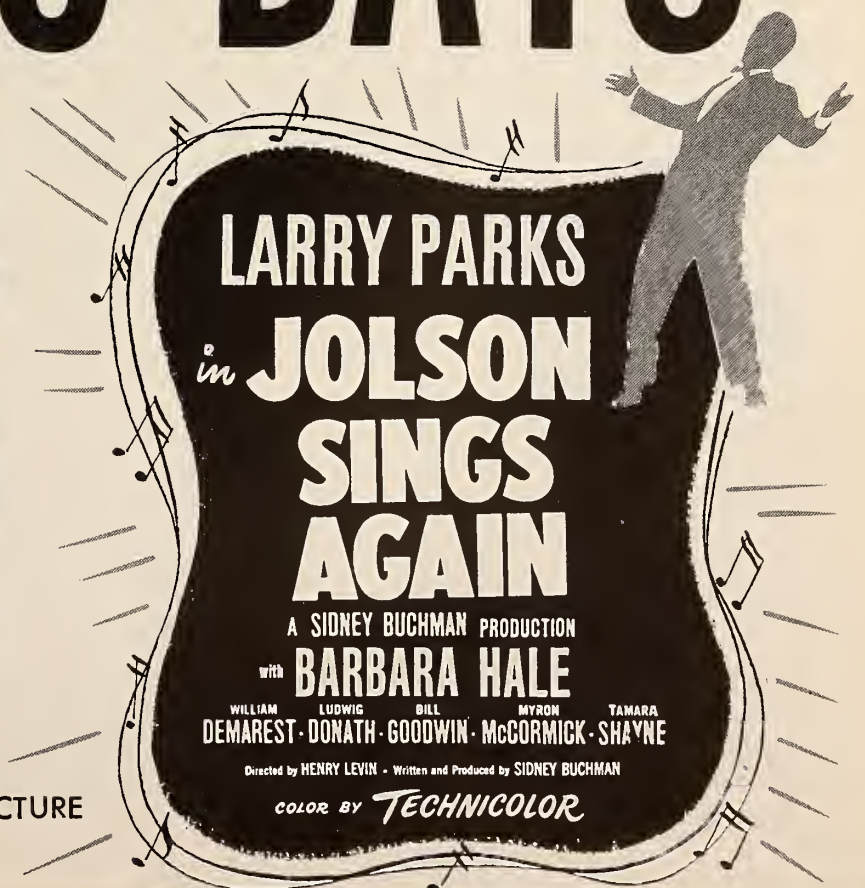
The biennial dinner of IATSE District No. 10, comprised of all locals in New York State, will be held Monday at the Hotel St. George, Brooklyn, it is announced by Thomas Murtha, chairman of the arrangements committee. The occasion will also mark the 50th birthday of International president Richard F. Walsh.

Premiere of 'Mother' In Seattle Feb. 21

SEATTLE, Feb. 15.—World premiere of 20th Century-Fox's "Mother Didn't Tell Me" will take place at the Fifth Avenue Theatre here Feb. 21. Guest of honor will be Mary Bard Jensen, author of "The Doctor Wears Three Faces," story on which the picture is based.

3184 THEATRES HAVE BOUGHT "JOLSON" IN THE LAST 30 DAYS

JOLSON SINGS
AGAIN" still heading
the box-office parade



BROTHERHOOD—FOR PEACE AND FREEDOM

A COLUMBIA PICTURE

Mexico Board Has \$250,000

MEXICO CITY, Feb. 15.—The National Cinematographic Board, set up by the government to supervise the film industry, will have a budget of \$250,000 available this year, according to J. J. Castillo Lopez, chairman. Funds will come from the Federal government's contribution of 10 per cent of its income from film export-import taxes and censorship fees; 10 per cent of the revenue from municipal taxes on exhibitor grosses; contributions from the industry bank, the Banco Nacional Cinematographic, S. A., and revenues from film copyrighting fees.

ACLU Offers to Aid Fight for 'Stromboli'

The American Civil Liberties Union, through its affiliate, the National Council of Freedom from Censorship, has offered its aid to RKO and the Motion Picture Association if either contemplates legal action against attempts to ban RKO's "Stromboli."

Conn. Protests 'Yankees'

HARTFORD, Feb. 15.—The Connecticut Development Commission has protested to M-G-M the filming of "Yankees in Texas," which dramatizes the removal of the Chance Vought plant from Stratford, Conn., to Dallas. The Commission said "it seems too bad that the movie industry should lend itself to dramatizing this move which was so deeply regretted in Connecticut and which might hurt it outside of the state."

Cramer to Transfilm

Marc Cramer, formerly advertising-publicity director for Julius Wile and Sons and Coast director of Films, Inc., has been appointed to the post of assistant to president William Miesegas of Transfilm, Inc.

Help make Better Americans—
Get 10 new members for the
National Conference of Christians
and Jews during Brotherhood
Week, Feb. 19-26.



Suh,
if your theatre is below the
Mason-Dixon Line . . . ole
Colonel Durante

is the answer to your
boxoffice problem with

"THE GREAT RUPERT"

An Eagle Lion Films Release

'Stromboli' Opening Good

(Continued from page 1)

playing to \$1,500 to \$1,800 with the picture yesterday. However, there were few holdouts at any of the theatres during the day.

The Criterion, the only Broadway house to open the film, appeared headed for approximately \$5,000, a strong first day for that situation. Around the corner on 42nd Street, Brandt's Lyric, ordinarily second-run, reported "Stromboli" business 10 per cent over average for the house, with \$3,000 estimated for the day. Brandt's Carlton, in Brooklyn, was reported to be doing more than 30 per cent better business with the picture than the house does regularly as a second-run. The day's estimate was \$1,200.

Although separated by only a few blocks, the Criterion and the Lyric had different prices posted yesterday. The former opened at 55 cents and the latter at 35 cents. Criterion's top was \$1.25 while the Lyric's was 65 cents.

An executive of the RKO Metropolitan circuit, all of whose neighborhood houses opened the picture yesterday, reported business "far above average" for the day.

'Stromboli' Does Satisfactorily, But Not Exceptionally in Chicago

CHICAGO, Feb. 15.—Morning and afternoon attendance today at the RKO Grand here where "Stromboli" opened was described as very satisfactory, but not exceptional, with an estimated gross of \$4,500 for the day. Patronage was predominantly women. RKO reports that up to one P.M. the theatre's gross beat the figure for "The Outlaw" at the same house, but "Stromboli" morning admission was 98 cents compared to 50 cents for "The Outlaw." Day's top for "Stromboli" was \$1.50.

Archbishop Cushing Tells Scouts To Echew Films for Outdoors

Boston, Feb. 15.—Lashing out at "the false heroes and heroines" of motion pictures Archbishop Richard J. Cushing of Boston told more than 6,000 Boy Scouts "it makes no difference how a picture ends because there are all sorts of evils portrayed on the screen. Enjoy the gifts of God and the greatest gift of all is fresh air and not inside of crowded movie houses."

Opposition Continues to Mount

Opposition to RKO's "Stromboli" continued to mount yesterday as the

film made its debut in theatres across the country.

In Columbus, Ohio, Governor Frank J. Lausche urged public boycott of the picture. The Governor's statement followed the recently expressed opinion of Attorney General Herbert Duff that the state had no authority to ban the picture because of the personal conduct of members of the cast.

SEATTLE, Feb. 15.—By a vote of five to one the city council has indorsed the action of acting Mayor David Levine in banning "Stromboli." H. B. Sobottka, vice-president of John Hamrick Theatres, which was scheduled to show the film, said his organization would abide by the city's decision. In Tacoma, distributors voluntarily cancelled scheduled showings to prevent protests from church leaders. In Spokane, the censor board recommended that it be cancelled, but public safety commissioner Earl Canwell said the picture had not been banned.

Boston, Feb. 15.—Nathan Yamins, head of Yamins Theatrical Enterprises, asserted that "Stromboli" would not be booked by his circuit.

TORONTO, Feb. 15.—The Presbytery of the United Church of Canada in session here today asked the Ontario Government to ban the showing of "Stromboli" in this province.

SYRACUSE, N. Y., Feb. 15.—The Syracuse Common Council has asked all city houses to bar films starring Ingrid Bergman or directed by Roberto Rossellini. In Rochester, 11 Episcopal clergymen petitioned by letter the management of the RKO Palace to cancel the showing.

ELDORA, Iowa, Feb. 15.—In a bulletin to members, Allied Independent Theatre Owners of Iowa and Nebraska has urged theatremen to refuse to show "Stromboli." The bulletin declared that the incident "has dealt our industry a severe blow."

JAMESTOWN, N. Y., Feb. 15.—Gust Nestle, city manager of Warner Brothers Theatres here, has announced that the proposed showings of "Stromboli" have been cancelled.

MALONE, N. Y., Feb. 15.—The village board has announced it would ask the managers of Malone's two theatres to prevent the showing of "Stromboli."

RKO to Meet Decree Terms

(Continued from page 1)

sounded out the Justice Department on obtaining more time to reach a full agreement. If the additional time is not given, RKO is prepared to inform the court here today that it will immediately embark on one of the "alternative plans" looking to dissolution allowed by its decree.

The company yesterday completed a deal for the sale of its 25 per cent interest in the Huntington, W. Va., circuit of five houses to the Hyman Brothers, controlling stockholders in the circuit. Book value of the stock was \$225,000, but it is understood RKO accepted a lesser amount.

The New Jersey State Court hear-

ing on the order directing Walter Reade to show cause why Trenton-New Brunswick Theatres should not be dissolved, as requested by RKO, yesterday was put off to March 3 to enable Reade's counsel to prepare the case. That RKO and Reade could come to a settlement in the meantime is not discounted as a possibility.

This leaves RKO's one-sixth ownership of Metropolitan Playhouses here to be disposed of. The company believes its Metropolitan stock is worth about \$2,000,000 and in all probability will trustee the shares unless some form of last-minute deal is effected.

Lippert Productions To Release 13 in Next Four Months

Lippert Prod. will release 13 features during the next four months, more than double the number released previously in a similar period, general sales manager Arthur Grobman disclosed here yesterday.

Heading the product list is "The Baron of Arizona," first big budgeter made by the company, which will have a premiere in Phoenix on March 1, with national release March 4.

Other features to be released and their national release dates are:

"Western Pacific Agent," March 17; "Hostile Country," March 24; "Everybody's Dancing," March 31; "Marshal of Helderado," April 7; "Colorado Ranger," April 21; "Operation Haylift," April 28; "Crooked River," May 5; "Highway Patrol," May 12; "Fast on the Draw," May 19; "None Came Back," May 26; "West of the Brazos," June 2; "Hollywood Holiday," June 16th.

United Para.

(Continued from page 1)

paid to holders of certificates of interest with the balance to be placed in trustee's account to be paid when the certificates are converted into stock.

In recent years, prior to the reorganization, Paramount Pictures, Inc., consistently paid a quarterly dividend of 50 cents per share. Upon the break-up, the stock was re-distributed with holders receiving one-half share in the new independent Paramount picture and theatre companies for each share of the defunct parent corporation's stock.

Annual Reports in April

Goldenson told security holders in a letter reporting the dividend declaration that he regretted the necessity for the voting trust arrangement and partial payments to owners of interest certificates. He told them that while they are not free to vote on any proposed action requiring stockholders' approval, the corporation will provide means for them to express themselves.

United Paramount's annual earnings report will be made in April each year, commencing in 1951, Goldenson said. The first quarterly report will be ready about April 18. On the matter of theatre-divestiture compliance with the decree, he said negotiations are continuing but, there have been no major deals since last December. He closed with the comment that "management has great faith in this company and its future."

Para. Reissues

(Continued from page 1)

eastern division under H. H. Goldstein.

The West zone consists of the Central division under J. J. Donohue, the South Central division under M. R. (Duke) Clark and the Western division under George A. Smith.

The first productions to be re-released under the new plan are: "Beau Geste" and "Lives of a Bengal Lancer," in the East zone during March, and in the West zone in June; "Wake Island" and "So Proudly We Hail," in the West during March, and the East during June.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
Jan. 15	(Jan. Releases) KID'S THEN Brodieck Crawford D-109 min. (Rev. 11/7/49) THE TRAVELING SALESWOMAN Joan Davis C-75 min. (Rev. 1/12/50) SONS OF NEW MEXICO Gene Autry O-71 min. MARY RYAN MELEECUE Marsha Hunt D-68 min. (Rev. 11/21/49) CHINATOWN AT MIDNIGHT Doris Dowling D-67 min. (Rev. 12/20/49)	(Jan. Releases) SUNDOWNERS Robert Preston D-90 min. (Rev. 1/12/50) NEVER FEAR Sally Forrest D-81 min. (Rev. 1/13/50) GIVE US THIS DAY Sam Wanmaker D-120 min. (Rev. 12/16/49) SARUMBA Doris Dowling D-64 min.	BATTLEGROUND Van Johnson John Hodiak D-118 min. (Rev. 9/23/49) BLUE GRASS OF KENTUCKY Bill Williams D-72 min. (Rev. 1/17/50) INTRUDER IN THE DUST Claude Jarman, Jr. D-87 min. (Rev. 10/11/49)	BLUE GRASS OF KENTUCKY Bill Williams D-72 min. (Rev. 1/17/50) FENCE RIDERS Whip Wilson O JOE PALOOKA HUMPHREY BOGART Robert Coogan C-65 min. (Rev. 1/30/50)	(Jan. Release) THELMA JORDON Barbara Stanwyck Wendell Corey D-100 min. (Rev. 11/7/49)	BELLS OF CORONADO Roy Rogers O-66 min. (Rev. 1/11/50)	MY FOOLISH HEART Susan Hayward Dana Andrews D-99 min. (Rev. 10/17/49)	(Jan. Releases) DANCING IN THE DARK (Color) William Powell Mark Stevens C-82 min. (Rev. 11/7/49) WHIRLPOOL Gene Tierney Jesse Ferrer D-97 min. (Rev. 11/23/49)	DEADLY IS THE FEMALE John Dall Peggy Cummins D-87 min. (Rev. 11/11/49)	(Jan. Releases) WOMAN IN HIDING Ida Lupino Stephen McNally Howard Duff D-92 min. (Rev. 12/16/49) THE RUGGED DIORANDS John O'Malley Thelma Scott D-76 min. (Rev. 12/14/49) SOUTH SEA SINNER Shelley Winters MacDonald Carey Luther Adler O-88 min. (Rev. 1/5/50)	THE HASTY HEART Ronald Reagan Patricia Neal D-99 min. (Rev. 12/1/49) MONTANA (Color) Errol Flynn Alexis Smith O-76 min. (Rev. 1/4/50)	FALLEN IDOL Ralph Richardson (Rev. 10/4/49) THE THIRD MAN Joseph Cotten Orson Welles D-104 min. (Rev. 1/31/50) (Release: March)
Jan. 22												
Jan. 29												
Feb. 5	(Feb. Releases) FATHER IS A BACHELOR William Holden C THE NEVADAN Randolph Scott O-81 min. (Rev. 1/13/50) MARK OF THE GORILLA Johnny Weissmuller O GIRLS' SCHOOL Joyce Reynolds D-62 min. MULE TRAIN Gene Autry O TRAIL OF THE RUSTLERS Charles Starrett O	(Feb. Release) GUILTY OF TREASON Charles Bickford Bonita Granville D-86 min. (Rev. 12/29/49)	(Reissue) BLOSSOMS IN THE DUST Greer Garson Walter Pidgeon D-79 min. (Rev. 6/23/41) KEY TO THE CITY Clark Gable Loretta Young C-D-99 min. (Rev. 1/27/50)	BLONDE DYNAMITE Bowery Boys C WEST OF WYOMING Johnny Mack Brown O-57 min. YOUNG DANIEL BOONE David Bruce D	(Feb. Releases) CAPTAIN CHINA John Payne Gail Russell D-98 min. (Rev. 11/1/49) DEAR WIFE William Holden Jean Caulfield C-D-88 min. (Rev. 11/7/49)	UNMASKED Robt. Rockwell O-60 min. (Rev. 2/14/50)	STROMBOLI Ingrid Bergman D-81 min. (Rev. 2/15/50)	(Feb. Releases) WHEN WILLIE COMES MARCHING HOME Dan Dailey Corinne Calvet D-82 min. (Rev. 1/4/50) DAKOTA LIL (Color) George Montgomery Marie Windsor O-88 min. (Rev. 1/20/50) TWELVE O'CLOCK HIGH Gregory Peck Hugh Marlowe D-132 min. (Rev. 12/21/49)	JOHNNY HOLIDAY William Bendix Allen Martin, Jr. D-84 min. (Rev. 12/19/49)	(Feb. Releases) BORDERLINE Fred MacMurray Claire Trevor D-88 min. (Rev. 1/11/50) FRANCIS Donald O'Connor Patricia Medina (Rev. 12/12/49)	BACKFIRE Virginia Mayo Gordon MacRae D-91 min. (Rev. 1/18/50) FOUR DAYS' LEAVE Cornel Wilde CRY MURDER Carol Mathews (Release: Feb.) THE WIND IS MY LOVER Vivica Lindfors (Release: Feb.) THE VICIOUS YEARS Tommy Cook D (Release: March)	
Feb. 12												
Feb. 19												
Feb. 26												
Mar. 5												
Mar. 12	(Mar. Releases) NO SAD SONGS FOR ME Margaret Sullivan Wendell Corey D THE PALOMINO (Color) Jerome Courtland O-73 min. (Rev. 2/2/50)	(Mar. Releases) THIRD MAN Joseph Cotten Doris Day D-104 min. (Rev. 1/31/50) GLASS MOUNTAIN Valentina Cortesa M-D-90 min. (Rev. 1/13/50)	BLACK HAND Gene Kelly D-93 min. (Rev. 1/19/50) CONSPIRATOR Robert Taylor Elizabeth Taylor D-87 min. (Rev. 2/7/50)	BORDER RENEGADE Johnny Mack Brown O KILLER SHARK Ruddy McDowell D SQUARE DANCE KATY Jim Davis Vera Vague	(Mar. Release) PAID IN FULL Robert Cummings Lizabeth Scott D-105 min. (Rev. 12/22/49)		CINDERELLA (Disney Feature) 74 min. (Rev. 12/13/49)	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire Wm. Lundigan C-D-88 min. (Rev. 2/1/50) UNDER MY SKIN John Garfield Micheline Prelo D	D. O. A. Edmond O'Brien Patricia Britton D-83 min. (Rev. 1/4/50)	(Mar. Releases) THE KID FROM TEXAS (Color) Audie Murphy Gale Storm D-78 min. BUCCANEER'S GIRL (Color) Yvonne DeCarlo Philip Friend D-77 min. OUTSIDE THE WALL Marilyn Maxwell Richard Basehart D-80 min. (Rev. 2/6/50)	YOUNG MAN WITH A HORN Kirk Douglas Lauren Bacall D-113 min. (Rev. 2/8/50) PERFECT STRANGERS Ginger Rogers Dennis Morgan D COLORADO RANGER O (Release: 3/11) HOSTILE COUNTRY James Ellison O (Release: 3/18)	RADAR SECRET SERVICE (D-59 min.) (Rev. 1/23/50) EVERYBODY'S DANCIN' M (Release: 2/11) WESTERN PACIFIC AGENT D (Release: 2/18) CROOKED RIVER D (Release: 2/25) BARON OF ARIZONA Vincent Price D-93 min. (Rev. 2/8/50) LIPPETT
Mar. 19												
Mar. 26												

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

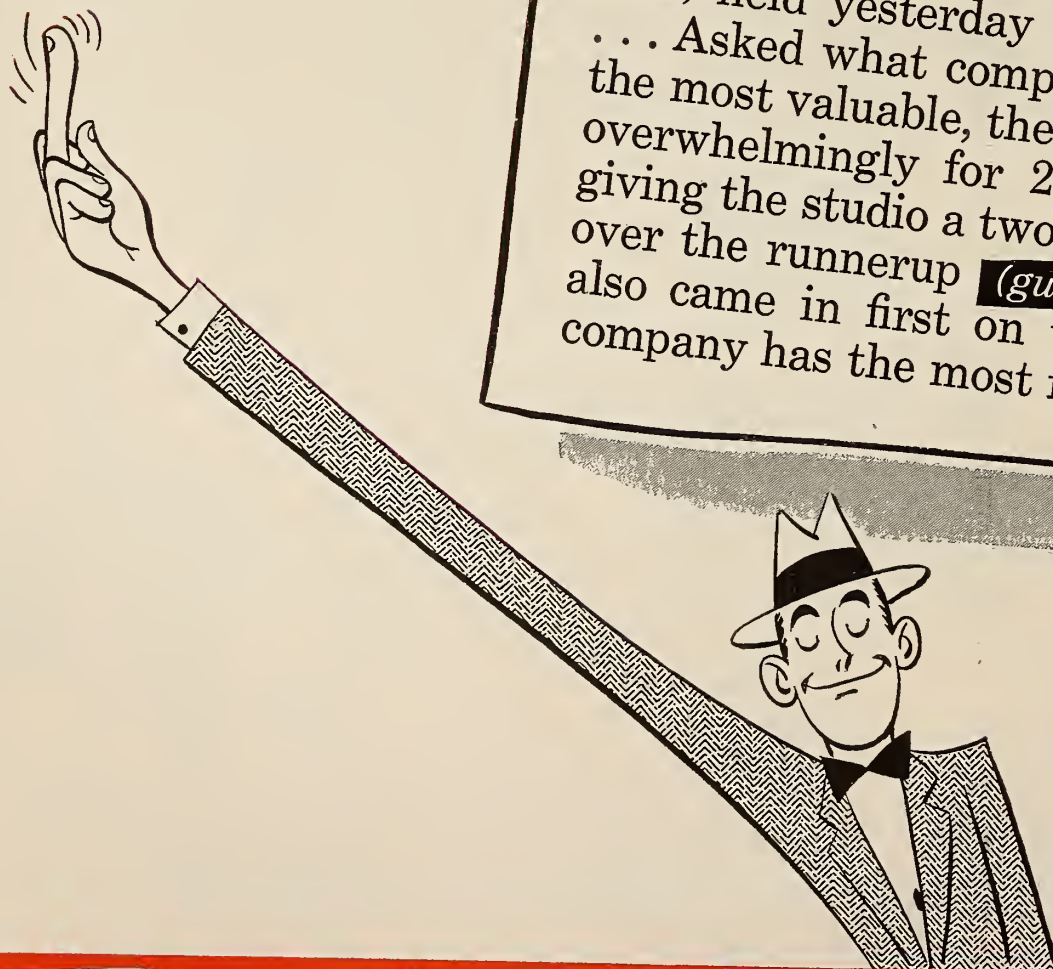
Pardon us for pointing - but

REPRINTED FROM
PHILADELPHIA DAILY NEWS



By JERRY GAGHAN

THE THINGS WE HEAR. Results of a questionnaire circulated among 400 exhibitors in this area were announced at the annual membership meeting of Allied (the independent film men's organization) held yesterday at the Broadwood . . . Asked what company's product was the most valuable, the movie men voted overwhelmingly for 20th Century-Fox, giving the studio a two-to-one advantage over the runnerup *(guess who?)* . . . Fox also came in first on the query "what company has the most fair sales policy."



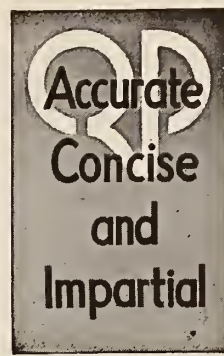
HELP REPEAL THE 20% TAX
ON YOUR MOVIE TICKET!

There's No Business Like **20** Business!
CENTURY-FOX



FILE COPY
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MOTION PICTURE DAILY



VOL. 67. NO. 33

NEW YORK, U.S.A., FRIDAY, FEBRUARY 17, 1950

TEN CENTS

RKO has Week More to Drop Metropolitan

Circuit Moves to Split With 2 Skouras Units

The Department of Justice, in a stipulation filed with the U. S. Statutory Court here yesterday gave RKO until Feb. 24 to dispose of its stock in Metropolitan Playhouses here or institute an alternative plan of divestiture.

The original deadline for disposing of the stock, which represents about one-sixth of the ownership, was last Nov. 8 but had been extended to yesterday. RKO owns 55,000 class A shares of "Met."

In further compliance with the terms of its consent decree in the industry anti-trust suit, RKO asked the New York Supreme Court for an order dissolving its two partnerships with Skouras Theatres.

Adding to the involved nature of the
(Continued on page 4)

Unaffected by CIO Ouster

Little repercussion was felt in the Screen Publicists Guild and the Screen Office and Professional Employees Guild here yesterday as a result of the ouster of the parent union, United Office and Professional Workers of America from the CIO. The UOPWA was expelled as part of the
(Continued on page 5)

Theatres Last in NY Coal Rationing Plan

Albany, N. Y., Feb. 16.—New York State Emergency Coal Administrator Bertram D. Tallamy, in announcing coal priorities would be established by local administrators and coordinating committees, decreed "the lowest preference and priority status for theatres, bowling alleys, taverns, dance halls and other places of amusement."

Electricity restrictions, effective Sunday, state electricity shall not be used for marquee lighting in excess 250 watts, or for air conditioning service.

AFL Answers Walsh Appeal for Aid In Tax Fight with 'Full Support'

The American Federation of Labor has given its full backing to the industry's fight for repeal of the 20 per cent Federal tax on admissions by vote of the AFL executive council, following a personal appeal made by Richard F. Walsh, president of IATSE. Walsh explained to the AFL council that the admission tax has been a serious deterrent to business at the nation's box offices and thus threatens the livelihood of many thousands of workers employed by the industry.

In a resolution passed by the council, theatres and amusements headed the list of services for which excise-tax repeal was urged. "When enacted," the resolution said, "Congress referred to these excise taxes as temporary war emergency measures. Failure to repeal them since the end of the war constitutes a breach of faith with the American people."

Previously, Walsh had appealed to all locals of the IATSE to support area committees of the Council of Motion Picture Organizations in the fight against the tax.

Pledges National Theatres To Continuing Tax Fight

LOS ANGELES, Feb. 16.—"National Theatres will continue to fight discriminatory taxation whenever and wherever it confronts the industry," M. M. Mesher, Portland district manager, pledged in the key address of today's session at the circuit's annual convention.

Declaring house managers have been "overwhelmed by the response of patrons to invitations to sign petitions to Congressmen," Mesher said the Federal tax reduction picture "is not all black. Many civic and government officials are accepting the recognition that the tax on one industry is unfair, and are taking steps toward its correction." He said exhibitors favor a broad tax that includes all businesses.

The 86 persons attending the convention will be the guests of National president Charles P. Skouras at a banquet at the Ambassador.

Johnston Footage to Aid Tax Repeal Drive

Newsreels made up here last night, for distribution tomorrow, contain comparatively substantial footage of Motion Picture Association of America president Eric Johnston testifying before the House Ways and Means Committee in Washington on Wednesday on behalf of the repeal of excise taxes, including the admission tax.

Johnston appeared as a member of the National Committee to Repeal Wartime Excise Taxes, which is representative of all industries affected by the levies.

The Johnston footage will be used on screens throughout the country to
(Continued on page 5)

'Stromboli' Second Day's Grosses Drop In Varying Degrees

Second day's business for "Stromboli" in the New York Metropolitan area, where the picture opened at 93 theatres on Wednesday, was described variously as "healthy," "off normally" and "off noticeably." Before the weekend, some 119 New York neighborhood theatres, in addition to the Criterion, Broadway first-run, will be playing the film.

Sol Schwartz, general manager of RKO Theatres, whose entire New York neighborhood circuit is exhibiting the highly-exploited Roberto Ros-
(Continued on page 4)

Deny 'Major Change' Made In 'Stromboli'

RKO Radio president Ned E. Depinet declared here yesterday that the company "made no major changes" in the original version of "Stromboli" in editing the film for release in the U. S.

Roberto Rossellini, the film's director, repudiated the version of it now showing in this country in an interview given by him Wednesday in Rome to Barrett McGurn of the New York Herald Tribune bureau in the Italian capital.

Rossellini, according to the published report of the interview, disapproved the editing done on the original
(Continued on page 4)

Sullivan, Levy Urge Support Of Arbitration

Seek Industry Hearings Called by Distributors

The executive committee of the Theatre Owners of America, at its meeting here on March 1-2, will be asked to authorize TOA letters to distribution company presidents urging them to initiate industry hearings on the desirability of a system of industry arbitration and ascertain how objections to such a system may be solved.

Calling for a complete attempt by the industry to adopt arbitration as a "sorely needed remedy," Gael Sullivan and Herman M. Levy, TOA executive director and general counsel, respectively, said in a joint statement yesterday they will place the recommendation before the executive committee.

They said that authorization given by the U. S. Statutory Court here to defendants in the industry anti-trust suit for the setting up of a system "should be heartening news to the entire industry. It certainly is to TOA."

Heads of the defendant companies, in the letters to be recommended by
(Continued on page 5)

New Pact for Mayer, Rubin

Loew's stockholders will meet here March 23 to vote on extensions of employment contracts with vice-presidents Louis B. Mayer and J. Robert Rubin and to elect 11 directors.

The following have been nominated for reelection to the board: Leopold Friedman, F. Joseph Holleran, Eugene W. Leake, Charles C. Moskowitz, William A. Parker, William F. Rodgers, Rubin, Nicholas M. Schenck, Joseph R. Vogel, David
(Continued on page 4)

MPAA to Appear at Theatre TV Hearing

WASHINGTON, Feb. 16.—The Motion Picture Association of America today filed notice with the Federal Communications Commission of its intention to participate in the forthcoming theatre television proceedings.

Ed Zorn's Crescent and Eagle theatres, of Illinois, also filed.

Coming Events

Feb. 19-26—National "Brotherhood Week."

Feb. 20—IATSE biennial dinner-dance, Hotel St. George, Brooklyn.

Feb. 21—Mid-Central Allied Independent Theatre Owners regional meeting, Leland Hotel, Springfield, Ill.

Feb. 22—Kansas-Missouri Theatre Association meeting of drive-in operators, Hotel Phillips, Kansas City.

Feb. 28—Associated Theatre Owners of Indiana regional meeting, Fort Wayne.

March 1-2—Theatre Owners of America executive committee meeting, Hotel Astor, New York.

March 6-8—Chicago Television Conference, Palmer House, Chicago.

March 8-9—20th Century-Fox Exhibitors' Showmanship Meeting, Drake Hotel, Chicago.

March 23-24—National Board of Review of Motion Pictures 41st anniversary conference, Hotel McAlpin, New York. A session will be held at the 20th Century-Fox home office projection room on the 24th.

Apr. 26-29—Variety Clubs International annual convention, Roosevelt Hotel, New Orleans.

Georgia Circuit Gives \$28,220 to 'Dimes'

ATLANTA, Feb. 16.—Collections totaling \$28,220, contributed by patrons of Georgia Theatres during the March of Dimes drive, have been turned over to the National Foundation for Infantile Paralysis by William K. Jenkins, president of the circuit, and chairman of the state chapter for two years.

Mother of Murry Schaffer

Funeral services were held here yesterday at Park West Memorial Chapel for Mrs. Mary Schaffer, mother of Murry Schaffer, head of the 20th Century-Fox checking department. Interment was in Mount Hebron Cemetery. Also surviving are another son, Leonard, and a daughter, Mrs. Eva Stein.

C. A. Bierbauer, 62

ALLENTOWN, Pa., Feb. 16.—Charles A. Bierbauer, 62, city manager for Fabian Theatres here and at one time agent for such stage and screen stars as Barbara Stanwyck, the Dolly Sisters, Frank Fay and Gus Edwards, died here today of a heart ailment. The widow and a son survive.

John Peck, Exhibitor

ATLANTA, Feb. 16.—John Peck, 52, owner of the Dixie Theatre, Eatonton, Ga., died at his home there of a heart attack last week, according to information received here today.

Personal Mention

GRADWELL SEARS, United Artists president, plans to leave here for the Coast next week.

LOUIS JACOBSON, manager of the Park City Theatre, Bridgeport, Conn., and Mrs. JACOBSON are the parents of a boy, DAVID ALLEN. MORRIS JACOBSON, manager of the Strand circuit in Bridgeport, is the grandfather.

SAM ROSEN of Rosen's Film Delivery Service, New Haven, has returned to that city from a Southern trip.

BERNIE MAXWELL, Eagle-Lion exploiter for Connecticut, will be married in May to OLGA LIPSON of Monroe, La.

IKE and HARRY KATZ of Kay Films, Atlanta, will be in New York on Monday from that city. They plan to stop at the Edison Hotel.

JACK KARP, Paramount studio executive, will arrive here tomorrow from the Coast.

GEM MOSCOWITZ, secretary to EUGENE ARNSTEIN, Film Classics treasurer, will be married on Sunday to SIDNEY SALPETER.

SAMUEL H. STIEFEL, independent producer, will leave here for Hollywood tomorrow, stopping at Chicago.

JIM CORBETT, field representative for M-G-M Records, left San Francisco last night for Seattle.

C. J. FELDMAN, Universal-International Eastern sales manager, is in Cleveland from New York.

JOHN KIRBY, Warner Southern sales manager, will return here today from a tour of Southern branches.

ALFRED HITCHCOCK will arrive here today from the Coast.

O'Dwyer to Start 'Brotherhood Week'

Mayor William O'Dwyer will be joined by Robert Montgomery, actor and radio commentator, at the City Hall here on Monday in a ceremony inaugurating "Brotherhood Week," which starts on Sunday. Grover Whelan will introduce the Mayor and Montgomery on a program to be broadcast over WNYC at 12:30 P.M. and to be re-broadcast over the networks later.

Hails Loop Parking Plan

CHICAGO, Feb. 16.—Chicago's new \$15,500,000 parking program for the Loop area, calling for two level underground garages and providing space for 5,234 cars, was hailed today by John Balaban, Balaban and Katz president, as "being of tremendous benefit to all Chicagoans. I feel that the additional parking space provided will directly benefit every businessman in the central area," he said.

350 at Grady Dinner

BOSTON, Feb. 16.—More than 350 persons attended a testimonial dinner to Bart E. Grady, former manager of B. F. Keith's here for 35 years, on his 75th birthday at the Hotel Somerset tonight. Among those present were John F. Royal, vice-president of the National Broadcasting Company; B. A. Rolfe, musical director; and Arthur Willi, RKO talent scout.

Chris Lykke, Jr., Dies

SAN FRANCISCO, Feb. 16.—Chris Lykke, Jr., publicist and former newspaperman, died suddenly today at his home here. The widow, a stepson and a sister survive.

Help make Better Americans—Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

Form New Unit for Argentine Pictures

Formation of the Martin Argentine Film Corp. with exclusive rights to all Argentine films not yet sold for U. S. distribution, and for all future Argentine product for a five-year period, was announced here by Juan Martin, president of the new unit and former Argentine consular official.

The new company has signed distribution contracts for the U. S. with 10 Argentine studios. Offices will be opened in Los Angeles, San Antonio and New York. About 150 films are immediately available and new product will be forthcoming at the rate of 60 a year, according to Martin.

'Caesar' Ad Budget Set

A total advertising expenditure of \$250,000 in all media has been set by Harry M. Popkin and United Artists for the forthcoming release, "Champagne for Caesar," Howard LeSieur, UA director of advertising and publicity has announced. The budget covers trades, national magazines, newspapers, radio and television. Also, a \$500,000 tieup ad campaign in conjunction with Westinghouse Electric and a \$100,000 campaign sponsored by American Wine Co. have been developed.

Confer on Trailers

CHICAGO, Feb. 16.—Frank Whitbeck, head of the M-G-M advertising department, is here conferring with Bill Hollander, Balaban and Katz advertising chief; Norman Kassel, Essaness Circuit advertising head, and other circuit and exhibitor people to obtain their suggestions on trailers most adaptable for this city.

Technical Nominations

HOLLYWOOD, Feb. 16.—The Academy of Motion Picture Arts and Sciences has issued a list of 31 technical achievements under consideration for scientific or technical "Achievement Awards."

Simon to Detroit From Buffalo in Paramount Switch

BUFFALO, Feb. 16.—Mike Simon, for 18 years associated with the local Paramount branch in various capacities and manager for the past several years, has been appointed manager of the Detroit office and will leave for his new post on Monday.

The new manager here is Eddie Fitzgerald, formerly of Paramount's Atlanta branch.

Filmites Give to Democratic Party

WASHINGTON, Feb. 16.—Film industry contributors to the Democratic Party in 1949 included the following:

Jack L. Warner, \$2,500; H. M. Warner, \$2,500; Nicholas M. Schenck, \$3,000; Mrs. Nicholas Schenck, \$3,000; Sam Goldwyn, Jr., \$3,500; Arthur M. Loew, \$3,000; Marvin Schenck, \$3,000; Joseph M. Schenck, \$3,000; Phil Reagan, \$500.

Coming for Fox Opening

Director Jean Negulesco and writer-producer Nunnally Johnson, who teamed up at 20th Century-Fox to make "Three Came Home," will plane in from Hollywood over the weekend for the film's Feb. 20 world premiere at the Astor Theatre.

NEW YORK THEATRES

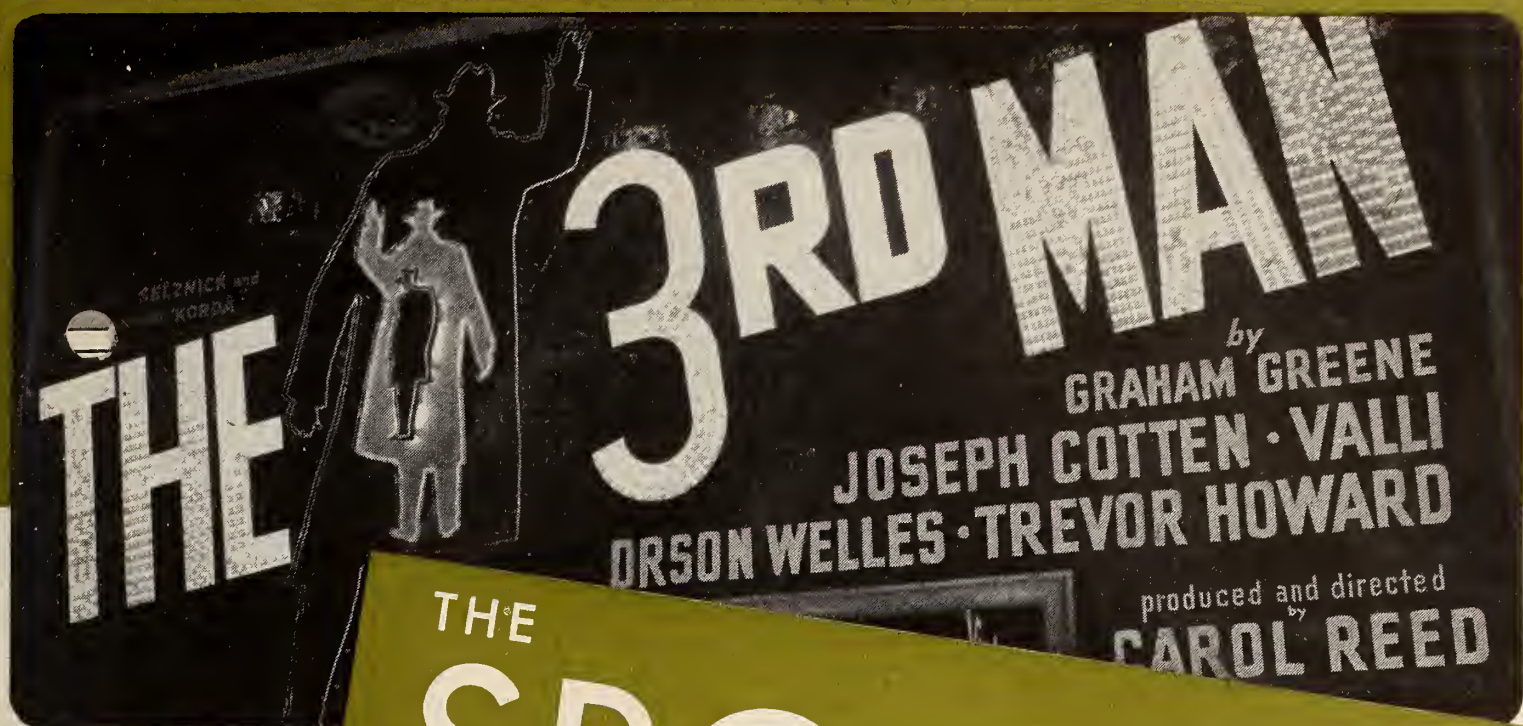
RADIO CITY MUSIC HALL
Rockefeller Center
KIRK DOUGLAS LAUREN BACALL DORIS DAY
IN
"YOUNG MAN WITH A HORN"
Directed by MICHAEL CURTIZ
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

ROBERT CUMMINGS
LIZABETH SCOTT DIANA LYNN
in HAL WALLIS' production
"Paid in Full"
with EVE ARDEN • A Paramount Picture
PARAMOUNT
Midnight Feature Nightly

Cecil B. DeMille's masterpiece
"Samson and Delilah"
Color by TECHNICOLOR
REBY LAMAR • VICTOR MATURE • GEORGE SANDERS
ANGELA LANSDOWN • HENRY WILCOXON
See the destruction of the Temple on the MAGIC CYCLOGRAPHIC SCREEN!
RIVOLI
8 WAY AT 49th St

"WHEN WILLIE COMES MARCHING HOME"
A 20th Century-Fox Picture
Starring
DAN CORRINE COLLEEN DAILEY - CALVET - TOWNSEND
On Stage—ALLAN JONES
BETTY & JEAN KEAN - BERRY BROTHERS
ROXY
7th Ave. & 50th St.

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THE
S.R.O. SIGN
SELZNICK RELEASING ORGANIZATION
OF A GREAT HIT!



NOW SETTING
.....
ALL-TIME RECORDS
.....

AT THE VICTORIA THEATRE
.....
NEW YORK!
.....

THE SRO SIGN

is also **UP** at the

SELWYN • CHICAGO
MIAMI • LINCOLN • MIRACLE • MIAMI

David O. Selznick and Alexander Korda present
THE 3rd MAN by Graham Greene starring JOSEPH
COTTEN • VALLI • ORSON WELLES • TREVOR
HOWARD • Produced and Directed by CAROL REED
Released by The Selznick Releasing Organization

Sarnoff Urges Films To Advance with TV

Motion pictures face the prospect of "meeting the challenging newcomer (television) and advancing with it or take their place in memory as old-fashioned things that constituted entertainment not so long ago," according to David Sarnoff, RCA board chairman.

"The phonograph makers saw no future in radio, and the theatre belittled the movies," he said. "Now the motion picture, theatres and even radio itself are confronted with a new art created by science within their own fields."

Fifth Postponement In Technicolor Case

HOLLYWOOD, Feb. 16.—With indications again bright for an agreement between the government and Technicolor attorneys on an acceptable consent decree, Federal Judge Mathes again postponed the trial to tomorrow morning, its fifth postponement.

Allied 'Stromboli' Protest Unanswered

RKO Radio does not intend to make a formal reply to the Allied States board action against "Stromboli," company president Ned E. Depinet said here yesterday.

At its meeting in Washington last week, the Allied asked RKO to withdraw the picture and stop its "mercenary" advertising campaign. Additionally, the board urged Allied members not to show the picture.

Deny 'Major Change'

(Continued from page 1)

version of "Stromboli," and charged that RKO Radio "transformed" the production. He added that his lawyers are investigating the possibility of taking action against RKO.

Depinet, who said he had no reply for Rossellini in connection with the allegations, said that the company "used common sense in editing the picture for American consumption."

Trade reports hold the release print is more than 30 minutes less than the original in running time.

RKO Splitups

(Continued from page 1)

situation, Skouras also is owner of an interest in Metropolitan. The two RKO-Skouras partnerships are Springco, which operates seven houses in the Bronx, and the Eaton Corp., operating the Midway, Forest Hills, Proctor's Theatre, which also is an RKO-Skouras partnership operation which must be terminated, is involved in an anti-trust suit filed against RKO recently by both Skouras and Metropolitan.

With these pending as well as the RKO action filed last week to terminate its Walter Reade partnership in New Jersey, RKO now has only to take some form of action for the disposal of its Metropolitan stock in order to fully comply with its consent decree.

Review

"The Yellow Cab Man"

(M-G-M)

JUST about everything in the catalogue of slapstick is trotted out in "The Yellow Cab Man." Red Skelton is featured and is provided with a ceaseless flow of gags and situations, all of the unsubtle variety. The picture is not distinguished for freshness of material, yet there are those who can always laugh at this sort of comedy no matter how familiar. Support for Skelton comes from Gloria De Haven, Walter Slezak, Edward Arnold, James Gleason and Jay C. Flippen.

The story, devised by Devery Freeman and Albert Beich, presents Skelton as a zany inventor who has perfected an unbreakable glass. To bring the glass to the attention of the president of a taxi fleet, Skelton goes to work as a hackie. It goes without saying Skelton thereby becomes a community peril. Meanwhile, Arnold, a phoney, ambulance-chasing lawyer, learns about Skelton's novel glass and starts a campaign to worm away the secret from him. As part of his strategy, Arnold hires a counterfeit psychiatrist, Slezak, to work over Skelton and convince him that he's off his noggin. When this fails, strong-arm tactics are tried. A whirlwind climax brings a horde of taxis to Skelton's rescue, and retribution to the villains.

Miss De Haven is pleasant and competent as Skelton's leading lady. Arnold goes through some severe physical exertions in the course of his chores. Slezak gives a pungent characterization as a babbler of Freudian prattle, while Flippen is amusingly arch as the heavy. An adequate job is also done by Gleason as a cab driver. Richard Goldstone produced and Jack Donohue directed. Freeman also did the original story.

Running time, 85 minutes. General audience classification. For April release.

MANDEL HERBSTMAN

'Stromboli' 2nd Day Grosses

(Continued from page 1)

sellini-Ingrid Bergman picture, reported a "healthy second day" gross at RKO's 36 houses. Acknowledging that the second day's business was under Wednesday's, Schwartz said the grosses yesterday were still above "normal," the drop notwithstanding.

A "normal" drop-off was reported yesterday for the Criterion, the second day's gross being estimated at \$3,000 compared to Wednesday's \$5,000.

A "noticeable" drop-off in grosses was indicated for the second day at some of the 22 Skouras theatres that opened the film on Wednesday. In other houses of that circuit, as well as in those of other circuits and independent theatres that are exhibiting "Stromboli" here, grosses are understood to be "off normally" on the second day. Predictions were that business would pick up during the weekend and perhaps exceed, in some situations, opening day business.

Ned E. Depinet, president of RKO Radio, distributor of the picture, presented at a press interview here yesterday statements by executives of the Skouras, Randforce, Century, Warner (New Jersey), Fabian, Reade, Publix and Brandt circuits, as well as the Criterion Theatre, testifying that the opening day's business for "Stromboli" was exceptionally heavy. Percentages of increases in first-day business in consequence of "Stromboli" were placed at between 50 and 300 per cent, with most stipulating 100 per cent, according to the statements presented by Depinet.

In the RKO theatres, Depinet said, the picture "doubled a good average opening day." Opening grosses in other U. S. cities, he said, corresponded with those in New York.

CHICAGO, Feb. 16.—Second day's business for "Stromboli" at the Grand is described as well above average, but far from sensational. Approximately \$4,300 was indicated. Poor reviews appeared today in the *Times* and *News*.

The newspapers here are taking a symposium of women's reactions to the film. Replies so far are divided.

Some said they attended the showing because they liked Ingrid Bergman, the picture's star, some out of curiosity, and some because they felt the film would be banned later on.

BOSTON, Feb. 16.—"Stromboli" opened at Keith's in Boston today as part of a double bill. Business is about average today, the opening day at this house.

WASHINGTON, Feb. 16.—"Stromboli" yesterday grossed \$3,600 at RKO Keith's here, marking the top gross in over three years. Two previous highest in that period were "Mr. Blandings" and "Bishop's Wife," each of which grossed about \$3,300. Moreover, on the second day, grosses usually drop 40 per cent to 45 per cent, but despite unfavorable reviews in local papers, business today at Keith's is down only 30 per cent from yesterday.

Clubwoman Urges Morals Clauses Be Invoked

CHICAGO, Feb. 16.—No move against "Stromboli" is being made by the American Federation of Women's Clubs, Mrs. Joseph Chesser, chairman of the motion picture division, stated today. "We feel, however," she said, "that a star has moral responsibility towards the paying public, especially where it concerns children and teenagers."

Mrs. Chesser stated she has written to Eric Johnston urging that producers invoke moral clauses in contracts when necessary. Mrs. Lloyd Sumner Van Schoyck, president of the Better Motion Picture Council of Chicagoland, stated that "what stars do isn't our business. We judge films on their own merits."

KANSAS CITY, Feb. 16.—Recent action of the Allied States board of directors in requesting exhibitors not to play "Stromboli" and urging RKO, its distributor, to withdraw the film and cease advertising it, has been approved by Allied Theatre Owners of Kansas and Missouri.

Claims New Magnetic Tape Recorder Cuts TV, Film Costs

Adoption of auto-synchronizing magnetic tape equipment developed by Dr. D. G. C. Hare, head of research for his own company, would mean a slash in production costs of the film and television industries by eliminating most of the expensive emulsion-coated sound track recording film used in optic film recording methods, industry engineers were told at a demonstration here of the equipment by Fairchild Recording Equipment Corp.

The sound, which uses one-quarter inch tape, would make more extensive television operations feasible, the members of the Society of Motion Picture and Television Engineers who viewed the demonstration were told by Wentworth D. Fling, Fairchild vice-president.

Legion Reviews 10; Classes Two as 'B'

Ten additional films have been reviewed by the National Legion of Decency, with two receiving a "B" rating. In that category are Motion Picture Sales Corp.'s "Mad About the Opera," and United Artist's "Quick-sand."

In Class A-I are Sutton Cinema Society's "The Confession," Eagle-Lion's "The Cowboy and the Prizefighter," and Columbia's "Trail of the Rustler." In Class A-II are Republic's "Belle of Old Mexico," United Artists' "Champagne for Caesar," Film Classics' "Guilty Bystander," Universal-International's "Outside the Wall," and Eagle-Lion's "The Sun-downers."

Mayer, Rubin Pacts

(Continued from page 1)

Warfield and Henry Rogers Winthrop.

The meeting will be asked to vote also on two resolutions which have been submitted by minority stockholder James Fuller. One calls for a ceiling of \$10,000 per year on payments under the company's retirement fund, and the other recommends that consideration be given to reducing salaries of officers, executives and directors who receive more than \$25,000 per year when the earnings of the company have been reduced or dividends have been reduced. The management opposes both resolutions.

The following salaries were paid company officers during the past fiscal year, according to a proxy statement issued by Loew's: Friedman, vice-president, \$130,000; Leake, chairman of the retirement plan, audit and finance committees, \$25,100; Edgar J. Mannix, vice-president, \$159,036 (plus \$43,571 based on profits); Mayer, \$156,425 (plus \$297,837 based on profits); Moskowitz, vice-president and treasurer, \$156,429; William F. Rodgers, vice-president, \$114,714; Rubin, \$104,286 (plus \$61,591 based on profits); Schenck, president, \$130,357 (plus \$94,411 based on profits); Vogel, vice-president, \$156,429.

Pursuant to Rodgers' employment contract, the company has also deposited in escrow \$78,000 during the year. Under the terms of the pact, payments to Rodgers of \$1,739 monthly are being made out of a fund previously deposited in escrow.

Israel Immigration Essential to Peace, Says Louis Nizer

Israel's gates must be kept open to Jewish immigration in order to assure peace in the Middle East, declared Louis Nizer, New York attorney and chairman of the United Jewish Speakers' Bureau, on his return here yesterday with a delegation of New York businessmen from a tour of Israel.

Nizer called for increased generosity to the United Jewish Appeal as the only way to guarantee the continued large-scale immigration of Jews to Israel.

Talks Will Reopen In '306' Impasse

Representatives of IATSE Projectionists Local No. 306 and Loew's, RKO and Warners are expected to meet here again shortly in a final effort to break the contract negotiations deadlock which has threatened to cause a walkout of projectionists at those companies' theatres in the New York Metropolitan area.

It was learned yesterday that Herman Gelber, "306" president, has not yet approached "IA" international president Richard F. Walsh for assistance in breaking the deadlock, nor has the assistance of a Federal mediator been sought. A spokesman for "306" said it appeared another union-management parley would be held.

Last week, "306" projectionists threatened to picket the three circuits' theatres to protest alleged management insistence that virtually all projectionists must be classified downward in new contracts. Gelber had termed the management proposal an "attempt to cut wages." Meanwhile, Gelber denies the report that the local has proposed shorter working hours.

Silverman Talking Deal

HOLLYWOOD, Feb. 16.—Edwin Silverman, head of the Essaness Circuit, Chicago, has been huddling with William Gargan about financing of a series of pictures based on Gargan's radio and TV character, "Martin Kane, Private Eye." The planned productions would be shot in New York.

Help make Better Americans—Get 10 new members for the National Conference of Christians and Jews during Brotherhood Week, Feb. 19-26.

KEEP YOUR EYE ON...



Damon Runyon's "JOHNNY ONE-EYE"

Produced by Benedict Bogeaus thru U.A.

MPTO, Allied of Conn. Join Forces for Repeal

NEW HAVEN, Feb. 16.—A jointly-sponsored meeting of the MPTO of Connecticut and of Allied of Connecticut here today voted to use their theatre screens in the fight for repeal of the Federal admissions tax.

The meeting also voted to pass any savings from repeal or reduction of the tax on to the public.

BOSTON, Feb. 16.—In a demonstration against the Federal admission tax, several thousand young film fans will stage a modern "Boston 'T' Party" here Saturday at exactly the same spot as the original tea party. Instead of dumping tea into the harbor, the youngsters will dump ticket stubs in. They will use as their battle cry: "Kill taxation without justification!" Charles Kurtzman of Loew's helped arrange the affair.

The *New York Journal American*, in an editorial yesterday, called for the repeal of the Federal admission tax. The editorial said in part: "Penalizing the public in its recreation could be justified in wartime by the urgent need for tax revenue, but no such need now exists."

KANSAS CITY, Feb. 16.—Allied Independent Theatre Owners of Kansas-Missouri has sent a telegram to Kansas and Missouri Congressmen and to the chairman of the House Ways and Means Committee urging repeal of the 20 per cent admission tax, with assurances that theatres in its territory will be urged to pass the tax saving on to the public if the excise is eliminated.

Series on 'Arsene Lupin'

HOLLYWOOD, Feb. 16.—J. Carrol Naish and David Niven have formed a company to produce a series of "Arsene Lupin" stories at the rate of two a year, with Naish and Niven playing the leads. The productions will be planned for television as well as films and will be made in London, Paris and Rome, in addition to Hollywood.

Stuever Gets Oriental

CHICAGO, Feb. 16.—Ted Stuever, former manager of the Studio Theatre here, has been appointed manager of the Oriental Theatre, former Essaness house now under new management of James Booth. Larry Stein, formerly with the Warner Circuit, is in charge of advertising, and Aaron Cushman is publicity representative.

Williford in Aviation

BINGHAMTON, N. Y., Feb. 16.—E. Allan Williford, former vice-president and general manager of Ansco and a past president of the Society of Motion Picture Engineers, has been appointed vice-president and general manager of Link Aviation, Inc., here.

Wolf Has 11 More Dates

Having completed more than 300 speaking engagements since he undertook the assignment, Maurice N. Wolf, assistant to H. M. Richey, M-G-M exhibitor relations head, has 11 more dates lined up during the next two-and-a-half months.

Sullivan, Levy

(Continued from page 1)

Sullivan and Levy, would be urged "to initiate a series of industry public hearings, either sponsored by them or by an out-of-industry leadership to the end that it may be determined by a full representation: (1) Whether or not the industry wishes and will work for an arbitration system; and (2) Whether or not the mechanical objections, and any others that may be offered, can be solved if approached in a spirit of compromise and of conciliation."

The joint statement said affirmative action would "set the stage for a presentation of the problem to the Department of Justice, and upon its affirmation, to the Court."

Arbitration had been on the agenda of the Allied State board meeting in Washington last week but, according to general counsel Abram Myers, did not come up due to the pressure of time and lack of interest among some members.

Johnston Footage

(Continued from page 1)

further the industry's campaign for ticket tax repeal.

Drawing by lot for a newsreel pool, Paramount News got the assignment to cover the hearing and to develop and print the footage for all five reels, a customary practice in covering institutional industry events.

Skyway Acquires Two

BUFFALO, Feb. 16.—Skyway Drive-In Theatres will take over operation of two more drive-ins with the purchase of the Niagara from James Driscoll of Erie, Pa., and the leasing of the Genesee at Batavia. Officers of Skyway are William Brett, president; James Ely, vice-president; William P. Rosenow, secretary; Frank Tindle, treasurer.

TESMA Meet Oct. 8-11

HOLLYWOOD, Feb. 16.—Plans for the 1950 trade show and convention of the Theatre Equipment and Supply Manufacturers Association are being discussed hereby TESMA president Oscar F. Neu of New York. Date of the convention is Oct. 8-11, at the Stevens Hotel in Chicago. There will be booths for 125 exhibits.

Sherman with Plaza

WASHINGTON, Feb. 16.—Al Sherman, Washington publicist, has been appointed advertising-publicity adviser for the new Plaza Theatre, to open here soon as an art theatre under the operation of Sam Roth Enterprises.

Two in South Close

ATLANTA, Feb. 16.—Two theatres in this district, the Birmingham, Birmingham, Ga., and the Scenic, Lake Wales, Fla., have closed for lack of business.

'Cinderella' Here Feb. 22

"Cinderella," Walt Disney's all-animation Technicolor production, will have its New York premiere at the Mayfair Theatre on Wednesday.

Malenotti, Italian Producer, Here on Distribution Deal

Maleno Malenotti, president of Associated Artists of Italy, is in this country to arrange distribution of his next picture, "Night of Fame," to scout for talent for a forthcoming picture about the life of Caruso, and to invite American producers to participate in its filming. Associated Artists also produced "Volcano," starring Anna Magnani.

At the Motion Picture Sales Corp's offices here yesterday, Malenotti stressed his firm's desire to make pictures with appeal to American audiences, having American performers, directors and script writers.

Union Ouster

(Continued from page 1)

CIO drive against allegedly Communist-dominated unions.

Meanwhile, SPG and SOPEG are proceeding with plans to merge. A membership meeting of SPG will be held Thursday to vote on the merger. SOPEG will meet shortly thereafter to vote. The merger seems virtually assured.

There was some talk here that IATSE's Local H-63 might campaign to increase its scope over home office workers. Russell Moss, executive vice-president of the local, declined comment, saying a statement now would be premature. Sid Young, SOPEG president, scoffed at the possibility of inroads in his union. He said the union has a two-year contract with the majors which was only recently signed.

UOPWA would function as an independent union, a spokesman declared. UOPWA has stated it would appeal the ouster, which is effective March 1, to the CIO executive board and, if necessary, to the courts.

Be a better American—Join the National Conference of Christians and Jews. Help make Brotherhood Week a success, Feb. 19-26.



Laugh Warnings

are up along the New England Coast!

I'm responsible for it with my actin' in

"THE GREAT RUPERT"

An Eagle Lion Films Release

We got caught in a
jam at a Companion-approved
movie



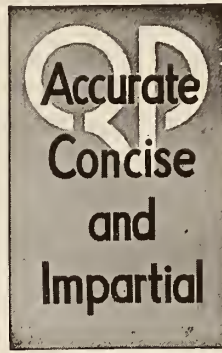
But it's no accident the way the ladies flock to a COMPANION-approved movie! Happens again and again—that's why the movie-makers invest more money in the COMPANION than in any other monthly—except of course the fan magazines!

Woman's Home **COMPANION**



DO NOT REMOVE

MOTION PICTURE DAILY



VOL. 67. NO. 34

NEW YORK, U.S.A., MONDAY, FEBRUARY 20, 1950

TEN CENTS

Republic Nets \$486,578 Profit for '50

Lost \$349,989 in '48; Yates Sees Further Gains

Republic's net income for the year ended Oct. 29, 1949, amounted to \$486,578, compared with a net loss of \$349,989 in 1948, Herbert J. Yates, president, reported to stockholders at the weekend.

World-wide operations for 1949 resulted in income of \$1,413,762 from which there was deducted net foreign income of \$602,184 which is subject to withdrawal restrictions, and a \$325,000 provision for estimated Federal taxes on income other than on the net foreign profits.

The 1948 loss figure was reached after deducting a claim of \$214,509 for refund (under the loss carry-back provisions of the Internal Revenue Code) on Federal taxes paid in prior years.

Gross revenue for 1949 amounted to
(Continued on page 6)

Coplan, UK Renter, Sees Lower Quota

Belief that a lower, "more realistic" film quota will be established this year by the British government was expressed here at the weekend by David Coplan, managing director of International Film Distributors, Ltd., who has come to New York from London to confer with Joseph Bernhard, president of Film Classics, whose product IFD distributes in England.

The British industry "has learned
(Continued on page 7)

U.K. Films Council Urges a 30% Quota

London, Feb. 19.—The British Films Council, unofficial government advisory body, has recommended a reduction in the British film quota from 40 to 30 per cent, beginning next October.

The Council's recommendation does not make the reduction a foregone conclusion, since Parliamentary legislation is necessary for any change in the quota.

N. Y.'s Organized Protestants Want Ban on 'Stromboli'

ALBANY, N. Y., Feb. 19.—The State Council of Churches, speaking for organized New York Protestantism (3,500,000 membership) issued a statement here at the weekend, expressing "resentment of this attempt to capitalize on a public scandal" in the releasing of "Stromboli," and suggested to its local councils that they get in touch with theatre managers to protest and ask for the cancellation if the film has been booked. The Syracuse Federation of Churches and the Syracuse Common Council took such action.

Dr. Wilber T. Clemens, general secretary of the State Council, said the statement was sent to 30 Federations and 4,700 pastors.

The statement declared: "Far more disastrous to the morals of our nation is the stamp of approval which a great industry gives to individual stars who
(Continued on page 7)

WB to Produce 44 Shorts, 30 Cartoons

HOLLYWOOD, Feb. 19.—Warner's short subject program for 1950-51 consists of 44 shorts and 30 cartoons, an increase of two one and two-reelers over 1949-50, the studio announces.

The program was agreed upon in conferences between Jack L. Warner, executive producer; Norman Moray,
(Continued on page 6)

100 Early Acceptances for 20th's Showmanship Meet

Taylor, Devaney and Cohen Are Promoted

Hatton Taylor, Murray Devaney, Harry Cohen and Arthur Lee-White, all of RKO Radio's sales field force, have been promoted by Robert Mochrie, distribution vice-president.

Taylor, who has been branch chief at Detroit, is promoted to the manager's post at Boston, a position made vacant through the recent death of Ross Cropper; Devaney, branch manager at Montreal, is promoted to the managership at Detroit; Cohen, manager at St. John, moves up to the branch managership at Montreal, and Lee-White, who has been a salesman in Toronto, is advanced to manager at St. John.

LOCAL TAX PLANS HIT AT HEARING

'Battleground' Runs Gross \$3,750,000

Metro-Goldwyn-Mayer's "Battleground" has so far played 193 engagements for a gross approximating \$3,750,000, the company disclosed here at the weekend. Of these engagements, 120 have been held over for two days or more, the distributor stated, explaining that among the pictures which it is topping "by a considerable margin" are "Easter Parade," "Three Musketeers" and "Green Dolphin Street."

The Eastern territory with 48 engagements is far ahead in the grossing results, having tallied \$1,232,000 at the box-office. Next is the Central
(Continued on page 7)

12 in Three Months Set by Eagle-Lion

Twelve films, including one Technicolor special and three from J. Arthur Rank, have been set for February, March and April release by William J. Heineman, Eagle-Lion sales vice-president. The schedule follows:

February, "The Sundowners,"
(Continued on page 6)

Ways and Means Group Assails Tax 'Transfer'; Hear Compo Tomorrow

WASHINGTON, Feb. 19.—If the House Ways and Means Committee does vote in favor of reduction or elimination of the admissions tax, it won't be with the idea that the states and cities should step in and levy their own tax.

In fact, committee members will frown on such action. This was made clear Friday when officials of state and local governments appeared before the committee and asked that the admissions tax be repealed so that the state, cities, towns and counties could use it themselves to raise funds.

Committee members immediately jumped on this idea. Technically, of course, if Congress should repeal or
(Continued on page 6)

Says Repeal Drive a Showmanship Test

WASHINGTON, Feb. 19.—The campaign against the Federal admission tax is a test of showmanship of the individual exhibitor, according to Abram F. Myers, chairman of the Council of Motion Picture Organization's tax committee.

Myers said that the over-all response to the campaign has been much
(Continued on page 6)

A Sharp Rebuff for Local Tax Advocate

Washington, Feb. 19.—When C. Emory Glander of the National Association of Tax Administrators said at Friday's Ways and Means Committee tax hearing that probably the states and localities would not tax as high as 20 per cent if the Federal admission levy were repealed, Rep. Dingell (D., Mich.) replied:

"Don't kid me. I want the film industry, the exhibitors and theatregoer to have the full benefit. I would like to see every vestige of the tax eliminated."

(Continued on page 7)

Technicolor Trial Postponed Again

Hollywood, Feb. 19.—Anti-monopoly Technicolor trial, scheduled for Friday afternoon, again was postponed until Tuesday morning on representations by counsel that an agreement on a consent decree is close at hand.

O'Connor Names 50 In Industry to Laity Committee

Fifty in the film industry here, and in related fields, have been named to the Motion Picture Industry Committee of the Cardinal's Committee of the Laity for the \$2,175,000 annual Catholic Charities drive of the Archdiocese of New York by John J. O'Connor, chairman of the film committee, and Bert Sanford, vice-chairman. Frank C. Walker is treasurer of the drive and George J. Schaefer is assistant treasurer. Members of the committee include:

Charles A. Alicote, John W. Alicote, William E. Barry, Martin F. Bennett, Harry Buckley, Frank E. Cahill, Jr., F. X. Carroll, Patrick Casey, T. J. Connors, James P. Cunningham, Russell V. Downing, Si Fahian, James R. Grainger, William J. Heineman, Al Howell, James M. Franey, James R. Grainger, William H. Howard, John Kane, Austin Keough, T. J. Martin, Joseph McConville, Charles B. McDonald, Joseph E. McMahon, John Murphy, William P. Murphy, William J. Murray, Douglas Netter.

Also, John Nolan, Paul O'Brien, Robert H. O'Brien, Thomas F. O'Connor, Charles L. O'Reilly, E. K. O'Shea, Martin Quigley, Charles Reagan, Phil Reisman, Herman Robbins, W. F. Rodgers, C. J. Scollard, William A. Scully, George P. Skouras, Spyros P. Skouras, A. W. Smith, E. J. Smith, Jr., Gael Sullivan, Nick Tronolone, Richard F. Walsh, William White.

Set Plans for Union For 'Ousted' Units

Quickly on the heels of the expulsion of the United Office and Professional Workers of America from the CIO, several delegates of locals met here Friday night to set the groundwork for a new CIO office workers union.

The delegates, who met under the chairmanship of Irving Abrahamson, CIO director in New York, mostly represented workers in the insurance and social service field. Abrahamson stated that when the CIO expelled the UOPWA, "it did not expel the membership." He declared they would be invited to join the new union. Both Screen Office and Professional Employees Guild and Screen Publicists Guild are UOPWA members.

Ottawa Gets '12 O'Clock'

OTTAWA, Feb. 19.—Attended by American Ambassador Laurence Steinhardt, Defense Minister Brooke Claxton, and Chief of Air Staff, Air Marshal Curtis, the opening of Darryl F. Zanuck's "Twelve O'Clock High," 20th-Fox release, at the Elgin Theatre this evening matched in top-level attendance, the American premiere.

Personal Mention

WILLIAM F. RODGERS, M-G-M distribution vice-president, will leave here early this week for the Coast.

MERVIN LEROY, producer-director; **HERBERT MARSHALL**, **MICHELE MORGAN**, **AGNES MOORHEAD** and **GRAHAM GREENE**, author, are among the passengers due to arrive here today from England on the *S. S. Queen Elizabeth*. LEROY will leave here today for the Coast.

VICTOR SAVILLE, M-G-M director, is due to arrive here today by plane from London and will continue by air to the Coast.

EZRA STERN, Los Angeles film attorney, left here over the weekend for the Coast.

HARRY M. POPKIN, producer, and **MRS. POPKIN** left here over the weekend for Hollywood.

EVELYN KOLEMAN, Republic publicity manager, has left here for a vacation in Cuba and Guatemala.

HUGH OWEN, Paramount Eastern and Southern sales manager, is in Charlotte today from New York.

ALFRED GUARINI, Italian distributor, was a visitor at the Paramount studio on the Coast over the weekend.

McCarty, with Loew's 23 Years, Resigns

Peter F. McCarty, a member of Loew's advertising-publicity department for 23 years, has resigned, effective March 3. Jim Shanahan, former publicist for Loew's Boston theatres, will take over part of McCarty's duties.

Following a month's vacation in Texas, McCarty will become board chairman of the Hamilton Federal Savings and Loan Association of Brooklyn.

Capital Liaison for U-I

John Horton, former White House aide and special liaison officer in the U. S. Office of Public Information of the Department of Defense, has been appointed by Universal-International as its public relations representative in Washington.

LYNN FARNOL will return to New York from Charleston today and will leave tonight for the Coast.

JOCK LAWRENCE, publicity chief for Goldwyn Prod., will leave here tomorrow for Hollywood. **SAMUEL** and **MRS. GOLDWYN** left here for the Coast on Saturday.

BERNARD J. GATES, Monogram International Latin America supervisor, is in Buenos Aires. Far Eastern representative **WILLIAM E. OSBORNE** is in Manila.

RUDY BERGER, M-G-M Southern sales manager, and his field assistant, **JOHN S. ALLEN**, are due here today from Washington and Dallas, their respective headquarters.

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here tomorrow for Toronto.

CHARLES L. CASANAVE, Motion Picture Sales vice-president, will leave here this week for Hollywood.

ALAN F. CUMMINGS, M-G-M exchange operations chief, has arrived on the Coast on a tour of branches.

SAM SIRITZKY, vice-president of Siritzky International, left here over the weekend by plane for Paris.

Set 'Golden Gloves' Debut for Chicago

World premiere of "The Golden Gloves Story" has been set for Chicago's Oriental Theatre, March 22, by William Heineman, distribution vice-president of Eagle-Lion distributor of the Carl Krueger production.

Heineman, L. Jack Schlaifer, sales manager; Milton E. Cohen, Eastern sales manager, and Leon Brandt, advertising-publicity director, will attend the opening, as will James Dunn, Kay Westfall, Kevin O'Morrison, Gregg Sherwood and Dewey Martin, all players in the picture.

K. R. Edwards Memorial

A memorial service for the late Kenneth R. Edwards, adviser on non-theatrical films for Eastman Kodak, will be held next Friday afternoon in the chapel of The Riverside Church.

'Brotherhood Week' Starts with Aid Of Most Exhibitors, Distributors

"Brotherhood Week" started yesterday with most of the nation's theatres and distributor representatives working to make this year's observance an outstanding success, it was stated here at the weekend by Ted R. Gamble, chairman of the film division of the National Conference of Christians and Jews. "The response to date should encourage further efforts," he added.

Gamble commended the wide use of the "Brotherhood Week" press book, prepared under supervision of Max E. Youngstein, chairman of the advertising-publicity committee. "Exhibitors have recruited civic officials and religious, educational, business and labor leaders for special observances along lines suggested by the press book," he said.

Newsreel Parade

ERIC JOHNSTON urging the repeal of excise taxes are a highlight in major newsreels. Complete contents follow:

MOVIETONE NEWS, No. 15—David Lilienthal leaves post as chief of U.S. atom board. New submarine escape suit. Westminster dog show. P. ts Institute award for "Three Came Home." Eric Johnston asks admission tax re, Yacht race. Ski meet.

NEWS OF THE DAY, No. 249—David Lilienthal retires as atom board chief. Jimmy Stewart and June Allyson win Photoplay awards. Eric Johnston asks repeal of admission tax. International ski derby. Buzz-bike thriller. Dog show.

PARAMOUNT NEWS, No. 52—Carnivals usher in Lenten season. Eric Johnston urges repeal of admission tax. Westminster Kennel Club show at Madison Square Garden. Ski meet. Lipton Cup race off Miami. Citation loses to Ponder in San Antonio Handicap. Heart trailer.

TELENEWS DIGEST, No. 7-A—Coal crisis. Washington: Are Reds in State Department? Proposal to succeed Townsend Plan. Marshal Konstantin Rokossovsky. Italy: hunt for smugglers. Mexico: Money dropped mysteriously. Marshal Tito. General Franco. Gerhardt Eisler.

UNIVERSAL NEWS, No. 327—Eric Johnston urges admission tax repeal. 17th annual Lipton Cup race. Dog show at Madison Square Garden. Celebrities turn out for premiere of "The Astonished Heart" in New York.

WARNER PATHE NEWS, No. 54—Washington: David Lilienthal resigns. Eric Johnston urges repeal of admission tax. Photoplay awards presentation. Knitwear fashions. Animals: pet show, tame lion. Sports: ski meet. New Army training program. Heart trailer.

20th's '3 Came Home' Will Open Tonight

Broadway's first "brown-out" world premiere of a motion picture—provided the brown-out restriction is not lifted—will take place this evening when society notables, public figures and celebrities from the entertainment world attend the premiere of "Three Came Home" at the Astor Theatre.

Trade Press Gives Lunch for Farnol

Lynn Farnol was the guest of trade press representatives at a luncheon at Toots Shor's here on Friday on the occasion of his leaving Samuel Goldwyn Prod. after an association of 22 years. Forty attended, including editors, publishers, reporters and Farnol's associates at the Goldwyn office, including James A. Mulvey, president; Alfred Crown, general sales manager; Lester Rawson, sales; Philip Miles and Martin Davis, publicity; and George Archinal, accounting.

FCC Color Video Hearings to Resume

WASHINGTON, Feb. 19.—Federal Communications Commission proceedings on color television will resume today with a demonstration of the system of Color Television, Inc.

On Thursday, Color Television, CBS and RCA will put on a comparative demonstration of their color systems. Hearings will resume Feb. 27.

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Packing 'em in
because it's packed with
ACTION!



Across the country and in the Dominion
... in big city and in small city... Para-
mount's smashing sea saga is making
turnstiles spin with that happy profit-
rhythm! That's the story in...

Chicago
Providence
Memphis
Nashville
Jacksonville
Greensboro
Little Rock
Wichita
Winston-Salem
Montreal
Norfolk
Louisville
Roanoke

With results as conclusive as these, don't wait
to play this high adventure on the high seas—

PARAMOUNT'S

CAPTAIN CHINA

starring JOHN

PAYNE · RUSSELL · LYNN

GAIL

JEFFREY

LON

EDGAR

MICHAEL

CHANEY · BERGEN · O'SHEA

with ELLEN CORBY · ROBERT ARMSTRONG · Directed by LEWIS R. FOSTER

Screenplay by Lewis R. Foster and Gwen Bagni · From a story by John and Gwen Bagni
Produced by William H. Pine and William C. Thomas

WITH THE MOST THRILLING
BATTLE AGAINST A RAGING
TYPHOON EVER FILMED!

The Cash Customer

STRO

And Are Saying

Theatres All Over

BROTHERHOOD WEEK
Feb. 19th - 26th
Live it! Support it!

ers Want To See

ABOLII

So At Crowded

er America!

Released by RKO Radio Pictures

Short Subject

"You Can Make A Million

(This Is America—RKO Radio)

Inventions that have brought their originators fortunes and the money still to be made from ideas not yet born are the subjects in the newest of the "This Is America" series. The producer, Jay Bonafield, has brought the camera into elaborate laboratories and average home work shops to show how the most elaborate and most commonplace gadgets are born. Out of all this there are millions to be made, the narrator says, and then the film sets out to show the many things that the world could still use but have thus far baffled the most enterprising amateur and professional inventors. The picture has a light-hearted tone and maintains interest throughout. Larry O'Reilly directed. Running time, 15 minutes.

WB Shorts

(Continued from page 1)

short subject sales chief; Gordon Hollingshead, studio department chief, and Edward Selzer, cartoon department head.

Scheduled for production are eight two-reel Technicolor specials, 10 sport features in Technicolor, six two-reelers in black-and-white, eight Vitaphone novelties, six "Hit Parades of the '20's", six "Joe Doakes" one-reel comedies and 30 cartoons, including "Merrie Melodies" and "Looney Tunes."

12 from Eagle-Lion

(Continued from page 1)

Technicolor; "Guilty of Treason," Rank's "The Amazing Mr. Beecham," and "Hit the Ice," a re-issue. March, "The Great Rupert," "The Golden Gloves Story," "Boy from Indiana," "The Fighting Stallion" and "Forbidden Jungle." April, Rank's "The Perfect Woman" and "Kind Hearts and Coronets," and "Kill or Be Killed."



If your customers
are asking for an injection
of hot laughter
call old...

Dr. Durante

with his trusty pix

"THE GREAT RUPERT"

An Eagle Lion Films Release

Exhibitors Again Are Urged to Keep Up Steady Flow of Tax Protest Cards

Many exhibitors are asking how best to handle the signed protest blanks upon which patrons are registering their protests to Congressmen over the 20 per cent wartime Federal excise levy. Here is the recommendation of the tax committee of the Council of Motion Picture Organizations, according to Oscar A. Doob, committee member.

Whenever each theatre has 200 or 300 signed blanks, they should be wrapped up and parcel-posted to the proper Congressmen (care of the House Office Building, Washington, D. C.), the representative from the district in which the theatre is located. They should repeat this each time a few hundred accumulate, so that there will be a steady stream of thousands of cards going to every Congressman. Exhibitors are advised not to hold all of the cards too long. They should be kept flowing into Washington.

"This will be much more effective than big shipments at one time," according to the committee.

Local Tax Plans Hit

(Continued from page 1)

reduce the tax, there is nothing it can do to prevent the states and cities from stepping in. But, as one industry legislative observer put it, "It doesn't hurt to have the Congressmen get their views on the record."

Abram F. Myers and Gael Sullivan, representing the Council of Motion Picture Organizations, are slated to take the industry's case for tax repeal before the Ways and Means group on Tuesday. Excise hearings are scheduled to wind up Wednesday.

Myers said if the committee mentioned the state-city position, he would tell them that the industry would be willing to take its chance fighting the states and cities if only the Federal tax were off.

"We'd like to get rid of the hot potato we have first before worrying about new ones," he said. "At least in the cities, we'd be playing the game on our home ground. Many mayors will be surprised to find out how many of their people go to the movies. We've been pretty successful so far fighting taxes at the local level. Two Allied members are mayors themselves."

Myers said he had been chiefly worried that committee members would feel that there was no use cutting the Federal tax if the states and cities were going to step in. But the committee attitude Friday didn't follow this reasoning. Instead, the members wanted to make sure the theatre-goer really got price relief, and that business would pick up as a result.

The state and local governments were represented before the committee Friday by Frank Carlton, Governor of Kansas, representing the Council of State Governments and the Governors' Conference; Paul V. Beters for the U. S. Conference of Mayors; Carl H. Chatters, executive director of the American Municipal Association; Keith L. Seegmiller for the National Association of County Officials; and C. Emory Glander for the National Association of Tax Administrators.

Gov. Carlson said that if Congress repealed the tax, "it is not our idea" that the states would use the tax but rather would make it available to their local governments.

The AMA said that if Congress did

not want to repeal the full 20 per cent tax, it should allow a tax credit for local taxes against the Federal tax, up to the total 20 per cent. For example, if New York imposed a 10 per cent local tax, the Federal tax would automatically be lowered to 10 per cent. Chatters said this scheme would make sure there was no net loss in overall revenue from admissions.

As soon as the state and local officials had finished outlining their stand, committee members started tearing into them.

"We've been told the industry wants tax relief so that it can pass it on to the theatre-goers and help their business," said committee Chairman Doughton (D., N. C.) "I don't see much point in just transferring the tax. That won't help business. Anyhow, do you mean to tell me the states need the revenue more than the Federal Government?"

Rep. Curtis (R., Neb.) said he was "not enthusiastic about abolishing a tax and at the same time giving an implied invitation to other units of government to step in. The economy needs less taxes, not just different ones."

Rep. Kean (R., N. J.) said the AMA idea of giving a credit for the local tax "would merely force each municipality to put on the full 20 per cent tax. Why should they be content with less?"

"We step out and you step in," said Rep. Dingell (D., Mich.). "Where does the consumer come in?"

Delaney, Roosevelt Support Admission Tax Repeal

Two more Congressmen from New York City have pledged unqualified support of the industry's fight for repeal of the Federal 20 per cent admission tax, according to the Metropolitan Motion Picture Theatres and the Independent Theatre Owners associations. They are Representatives James J. Delaney and Franklin D. Roosevelt, Jr.

Boston Youth Turn Out For Tax 'Tea Party'

Boston, Feb. 19.—Rallying to the cry of "Taxation Without Justification" youthful motion picture patrons

Petitions Filed In Towne Case

CHICAGO, Feb. 19.—Following up on earlier steps, attorneys for the defendants in the Towne Theatre, Milwaukee, trust case on Friday filed in U. S. District Court here petitions for an amendment of pleadings and motions for a new trial. The motions are designed to obtain further time for an appeal which would be taken by the defendants pending the outcome of a new trial.

A hearing is scheduled for March 27, when Towne's attorney Thomas McConnell will present a decree asking for divestiture of Warner and Fox Wisconsin first-run theatres and 25 of the latter's neighborhood houses in Milwaukee.

In addition, Towne was awarded triple damages of \$1,295,878 from the eight distributor and theatre defendants in the action.

Republic Nets

(Continued from page 1)

\$28,086,596, compared with \$27,072,636 in 1948. Yates told the stockholders that domestic revenue showed an increase whereas income from abroad declined, reflecting restrictions abroad. Republic's foreign current assets, he said, increased from the equivalent of \$1,095,907 on Oct. 30, 1948, to the equivalent of \$1,418,812 at the end of the last fiscal year.

Yates reported the corporation has liquidated \$2,700,000 in bank loans in the past year and its only indebtedness now is \$1,423,322, which represents loans made for specific pictures.

Labor costs in 1949 increased more than \$300,000 over 1948, Yates said. Since 1941 the corporation's direct labor costs have gone up more than 100 per cent. He said union demands have compelled Republic to increase personnel beyond requirements.

Yates concluded his report with an optimistic view. He said that based upon the company's present and forthcoming product, operations in 1950, "barring unsatisfactory developments, will continue to show a substantial improvement."

Repeal Drive a Test

(Continued from page 1)

greater than anticipated, but that there is a considerable fluctuation in the number of petitions signed among theatres of comparable size, location and attendance. "This clearly indicates," he stated, "that the enthusiasm, efficiency and showmanship of the exhibitor or theatre manager is an important factor in the results. When the tables for signatures are properly placed, the posters prominently displayed and attendants on duty at proper times, many more petitions are signed."

staged a second "Boston Tea Party" at noon Saturday in a demonstration against the 20 per cent Federal admissions tax.

Members of 20th Century-Fox home office staff here have been asked by Spyros P. Skouras, company president, to write to their respective Congressmen, urging them to support repeal of the Federal admission tax.

'Stromboli' Grosses Hold 'Fair to Good' In Run's 3rd Day

Third day business for "Stromboli" ranged from "fair" to "good" in the New York Metropolitan area where the Roberto Rossellini-Ingrid Bergman picture has been playing first-run in approximately 100 neighborhood theatres in addition to the Criterion on Broadway. A pick-up in grosses was expected to be registered over the weekend.

It was reported on Friday by Charles Moss, manager of the Criterion, that tomorrow will be the final day for "Stromboli" at that house. Film will bow out of the neighborhoods also tomorrow to complete scheduled one-week runs. Moss said it was planned originally to have the Criterion hold the picture through Washington's Birthday, but meanwhile the theatre's schedule was changed to bring in "Woman in Hiding" for the holiday.

Only the Brandt circuit reported that "Stromboli" business "dropped badly" on Friday, the reference being to the Lyric on 42nd Street and the Carlton in Brooklyn.

"Stromboli" opened in several additional Metropolitan area houses over the weekend.

SAN FRANCISCO, Feb. 19.—"Stromboli" business at the Golden Gate Theatre here has been exceptionally strong, with \$8,300 taken in during the first three days. The theatre's weekly average is \$14,000. Matinee business has been particularly big.

'Battleground' Gross (Continued from page 1)

division with 54 engagements and a gross of \$851,000. Third is the Midwest with 28 playoffs which garnered \$653,000. The South is fourth with 40 engagements chalking up \$635,000, and last is the Midwest where only 23 engagements have played to the cashier's tune of \$379,000. * Each of the 193 engagements have averaged 11 days. Last night "Battleground" finished a 14½-week engagement at the Astor Theatre here to the tune of approximately \$500,000.

On Feb. 22, the Loew circuit in Greater New York will begin showing "Battleground" for a week.

Crouch Making TV Series

Special Purpose Films is producing a series of one and two-minute TV commercials at 20th-Fox Movietone Studios here for Gordon Baking Co., and its Hopalong Cassidy program on Sundays. William Crouch produced.

BANKING FOR THE MOTION PICTURE INDUSTRY



BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

No 'Stromboli' Boycott Seen In Chicago Subsequent Runs

CHICAGO, Feb. 19.—Exhibitors here are showing little opposition to playing RKO's "Stromboli" in subsequent run dates, with the Jackson Park thus far the only known theatre to have turned down the film. Now playing at the RKO Grand for a two-week run, "Stromboli" is being made available to outlying houses on March 3.

As of Friday, some 10 bids have been offered by exhibitors, among which is Balaban and Katz, which would like the film for some of its key outlying houses. RKO is expected to close more bids by tomorrow, with a possible 20 outlying situations likely to book the film in its initial run.

Jack Kirsch, Illinois Allied head, would not commit himself as to whether he will urge his exhibitors not to play the film in the later runs. The majority of Allied theatres play after the first run here. However, Van Nomikos, an Allied member, has bid for the film for his Empress Theatre.

John Balaban, B. and K. president, stated before departing on a five-week trip to the Coast, that "Stromboli" would not be kept out of his outlying theatres, but that bookings would depend on price and normal negotiations. Ralph Smitha, of Essaness circuit, stated they will play the film if buying conditions are satisfactory.

Demand 'Stromboli' (Continued from page 1)

flaunt our cherished ideals of the inviolability of marriage and family life. If the motion picture industry desires to permit the continued confidence and respect of the moral and spiritual forces of our nation, it dare not be indifferent to the need for integrity and morality in the private lives of our screen celebrities."

Clemens added: "It is a national protest which it produces and theatres should heed if they want the cooperation and approval of the better class of people."

'Stromboli' Protested in Ad Bought by Clergymen

MORRISTOWN, N. J., Feb. 19.—Catholic and Protestant clergymen of this city published in the Morristown Daily Record for several days last week an advertisement stating that they did not believe "Stromboli" should be exhibited. The advertisement pointed out, however, that its sponsors did not believe the showing of the picture reflected discredit on Reade's Community Theatre here which opened the film last Wednesday for one week.

'Showmanship' Meet (Continued from page 1)

aban, Elmer Balaban, Alex Manta, Jack Rose, Ralph Smitha, Alex Halperin, William Hollander, Ethel Miles, Leo Jones, Jack Armstrong, Henry Reeve and H. A. Cole.

Also, Mike Chakeres, Pat McGee, Marlin Butler, John M. Wolfberg, Charles Gilmore, Harold Field, Charles Niles, Monte Gowthorpe, Fred W. Anderson, Earl J. Hudson, Daniel J. Lewis, A. Edward Campbell, Truman T. Rembusch, Earl Herndon, Earl Cunningham, R. M. Shelton, Stanley H. Durwood, Glen W. Dickinson, O. F. Sullivan, H. Vinnicof, Sherrill Corwin, Sam B. Kirby and W. F. Ruffin.

Also, Herbert Kohn, M. A. Lightman, L. F. Gran, E. L. Peaslee, Benjamin Berger, Richard T. Tollette, Harry Greene, Dr. J. B. Fishman, G. L. Dureau, Don George, Leonard H. Goldenson, Walter Higgins, Lou Novins, Ray E. Smith, Gael Sullivan, Paul Terry, William Weiss, Herman Robbins, Walter Reade, Jr., Claude F. Motley, Morris Loewenstein, William Goldman, Lewen Pizor, A. R. Boyd, Victor Notopoulos, John McGreevey, James Balmer, W. H. Hoffman and George Kerasotes.

Also, Tom James, Tom Edwards, D. K. Edwards, Roy Cooper, Rotus Harvey, Maurice Saffie, Frank Newman, W. F. Crockett, Morris Mechanic, Herbert Allen, Ben Gelsdaler, David Griesdorf, Abe Berenson, Julius Gordon, Rube Shor, Julius Joelson, Jess Clark, W. K. Jenkins, Charles Charles W. Snyder, Edward O. Cullins and several trade press representatives.

Lubin Sees Trend To Animal Films

A trend towards animal pictures is starting, Arthur Lubin declared here at the weekend. Lubin, who directed "Francis," a comedy war picture featuring a talking "G. I." mule, cited several pictures featuring animals which various companies either have underway or have completed.

Lubin, who was scheduled to return to Hollywood over the weekend, pointed out that directors, like actors, become typed according to their last picture. As a result, he said, there is a growing tendency among them to become free-lancers rather than work under contract to a major studio. Thus they have greater liberties.

Lubin himself is a free-lance director who buys his own stories, works on the script, assembles the cast and presents the whole package to a major distributor. Many directors are now taking less in salary in order to get a percentage of the picture's profits, according to Lubin.

Sees Lower Quota (Continued from page 1)

a great deal in the last two years," Coplan said, pointing out that a tendency to over-expansion by the UK industry has been transformed into efforts at consolidation. It is "self-evident" now, he held, that a lower quota is in the offing.

Coplan's conferences with Bernhard concern a plan for a joint production-distribution deal which would involve the use of American, British and Continental talent and facilities. It is hoped, Coplan said in an interview at Film Classics' home office, that three or four pictures a year will result from the deal which, he emphasized, is "far from completion." He will remain here for about three weeks more before returning to London, and perhaps will make another trip to the U. S. before the deal will be closed. The arrangement, on which both companies already agree in principle, would be to use British studios. Continental exteriors and American or British acting talent, Coplan indicated.

To See 'Phonevision'
CHICAGO, Feb. 19.—A screening of Zenith Radio's 16mm. short titled "Zenith Presents Phonevision" will be shown to Illinois Allied members.

Skouras Closes N. T. Meet; New Reels for Children Announced

LOS ANGELES, Feb. 19.—Charles Skouras wound up the four-day annual meeting of National Theatres district managers and staffs on Friday with a ringing reminder of his long-standing conviction that the "success of National Theatres depends in the final analysis on every individual's efforts and his enthusiasm in his own job." The circuit head commented separately on all reports and addresses made during the meetings, and said he looks forward with confidence to a year of generally improved business.

Dr. Arthur Dreifuss, veteran producer-director who recently joined the University of Denver faculty, addressed the gathering on a new program of 35mm. color featurettes to be produced at the University of Denver and distributed nationally by 20th Century-Fox. The subjects, called "The Children's Hour," will be offered to exhibitors for children's programs.

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**STARTS THE FIRST OF ITS LONG-RUN
ENGAGEMENTS AT THE ASTOR, N. Y.**

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and Reader's
Digest sensation!



NOW AVAILABLE FOR SELECTED LONG-RUN ENGAGEMENTS

SEE YOUR LOCAL



CENTURY-FOX REPRESENTATIVE



MOTION PICTURE DAILY



VOL. 67. NO. 35

NEW YORK, U.S.A., TUESDAY, FEBRUARY 21, 1950

TEN CENTS

Miners' Strike May Shutter Many Theatres

Report New York State Weighing Closing Order

With the nation's meagre coal supplies above ground dwindling dangerously each day that John L. Lewis' striking miners stay out of the pits, apprehension has spread throughout exhibition in the Northern states that theatres in many sections will be closed by governmental orders to help in the conservation of the fuel.

New York State Solid Fuels Administrator Bertram D. Tallamy may be the first of such officials in various state governments to issue an order closing coal-burning theatres, taverns, bowling alleys and other entertainment establishments, it was indicated yesterday in Albany.

Tallamy, who has said that the dim-out, which for two nights has cloaked Times Square and elsewhere in the state in darkness, will be continued until the state's stockpiles of coal are

(Continued on page 2)

16 from MGM In 5 Months

M-G-M will release 16 pictures in the five months beginning April 1, according to an announcement yesterday by William F. Rodgers, sales vice-president. This compares with 15, of which two were reprints, for the same period last year. The releasing schedule now is complete until the end of August and provides for a total of 26 pictures from the first of the year, one of which is a reprint, "Blossoms in the Dust." In the first eight months of 1949, there were 22 new pictures and two reprints.

One difference in the schedule this

(Continued on page 2)

Spitz, Goetz Accept 25-50% Salary Cuts

Leo Spitz and William Goetz, Universal - International's production chiefs, have agreed to take 25 per cent and 50 per cent reductions, respectively, in their salaries for 1950, it was learned here yesterday. Several years ago a number of U-I home office

(Continued on page 2)

Technicolor Board To Meet Thursday On Consent Decree

The Technicolor board is scheduled to meet in New York on Thursday to vote on ratification of the terms of the consent decree agreed upon by the company and the government in settlement of the Technicolor anti-trust suit. If the board approves the decree, it will be submitted to the District Court in Los Angeles either Thursday or Friday.

Commenting at the weekend in Los Angeles on the decree agreement, Dr. Herbert T. Kalmus, president and general manager of Technicolor, said: "Nothing in this decree adjudges Technicolor guilty in any manner, nor has Technicolor at any time believed that it has been doing anything contrary to the law. There is nothing in the proposed consent decree to the contrary. Technicolor has agreed to this decree primarily for the following reasons:

"1. To save the enormous amount of time and expense that would be in-

(Continued on page 6)

'Stromboli' Average Is 'Mild' in New York

In general, "Stromboli" business was mild during the past week, on an average, at the approximately 100 New York Metropolitan area neighborhood theatres where the picture opened first-run last Wednesday for one-week bookings. This is the con-

(Continued on page 2)

COMPO TAX PLEA TO HOUSE COM. TODAY

Tribute to Walsh of 'IA'

Headed by Eric Johnston, president of the Motion Picture Association of America; William Green, AFL president; hundreds of labor leaders; gov-



Richard F. Walsh

ernment officials and industry executives and workers last night honored Richard F. Walsh, president of IATSE (AFL) with a 50th - birthday testimonial dinner-dance at the Hotel St. George, Brooklyn.

Industry leaders invited to attend included Joseph R. Vogel, S. H. Fabian, Gus S. Eyssell, Russell D. Downing, Harry D. Buckley, Max A. Cohen, William A. White, Emanuel Frisch, Leslie E. Thompson, Fred J. Schwartz, Robert M. Weitman, Frank Phelps, and others.

Toastmaster was Thomas Murtha,

(Continued on page 6)

All-Industry Brief Hits 'Discrimination'; Says Films A Small Business

By J. A. OTTEN

WASHINGTON, Feb. 20.—Stressing the predominantly "small business" flavor of the motion picture industry and the deadening effect of the Federal admission tax on theatre business, representatives of the Council of Motion Picture Organizations tomorrow will ask the House Ways and Means Committee to repeal the 20 per cent admission tax.

COMPO will be represented before the House group by Abram F. Myers, chairman of the organization's tax committee and general counsel of Allied States Association, and Gael Sullivan, executive director of the Theatre Owners of America. They made public today a 22-page brief which they will file with the Committee tomorrow. They plan to present this for the record, confining their turn on the stand to brief remarks.

COMPO represents all branches of

(Continued on page 6)

Abrams Sues 8 In Cleveland

CLEVELAND, Feb. 20.—Eight distributors have been named defendants in an anti-trust action filed in U. S. District Court here by Horace Abrams, exhibitor, and others.

Plaintiffs allege that the defendants have entered into a conspiracy among themselves and with a Cleveland exhibitor to restrain trade and commerce in the distribution and exhibition of motion pictures, and maintain a monopoly in this city to deprive the plaintiffs of films for their theatres. The complaint asks for injunctive relief, attorneys' fees and costs.

Hamrick, Evergreen Divide More Houses

PORTLAND, Ore., Feb. 20.—Evergreen Theatres, National Theatres affiliate, will assume full control of the Paramount, Orpheum and Oriental, downtown Portland houses, under terms of the Hamrick-Evergreen partnership dissolution. Evergreen also

(Continued on page 6)

Compo Reports Business Declines in Tax Brief

Movietone Catches Rail Wreck Scenes

On-the-spot coverage within 15 minutes of the accident is claimed to have given 20th Century-Fox's Movietone News a major newsreel scoop in connection with the Long Island Railroad wreck which killed 29 persons last Friday.

Movietone's highlights of the crash show scenes of police and firemen digging persons out of the cars, as well as complete coverage of the rescue efforts. In addition, the newsreel, which will be seen in theatres starting tomorrow, will present interviews with survivors of the crash.

WASHINGTON, Feb. 20.—Here are some of the box-office drops to be reported to the House Ways and Means Committee tomorrow by Council of Motion Picture Organization representatives Abram F. Myers and Gael Sullivan in their tax brief. All the figures were obtained from theatre owners' associations, which checked them carefully, Myers and Sullivan will say. The figures generally are for the first four to six weeks of 1950 against like 1949 periods.

A Kansas-Missouri theatre association reports that receipts during the past six weeks are 25 per cent below the same period last year. Allied Theatres of Michigan states that for the same period business was off 10 per cent to 12 per cent. A Philadelphia association reports a drop of from four per cent to 12 per cent, Denver a drop of 12½ per cent, New Orleans

(Continued on page 6)

Personal Mention

OSCAR A. DOOB, Loew's general theatre executive, and Mrs. DOOB are vacationing in Key West, Florida.

LOUIS KANTUREK, Eastern Europe supervisor for the Motion Picture Export Association, arrived here yesterday from Europe on the *S. S. Queen Elizabeth*.

NED E. DEPINET, president of RKO, will leave here Friday for the Coast. the Coast.

DAVID GOLDING, 20th Century-Fox publicity manager here, has returned from the Coast.

L. J. KAUFMAN and DANIEL TRIESTER, Warner Theatres executives, have left here for Pittsburgh.

167 More 'Stromboli' New York Bookings

"Stromboli," which had a 100-theatre premiere in Greater New York last week, will open in more than 167 additional theatres in the area this week. Loew's, Century, Reade, Randolph, Skouras and Interboro circuits are represented in the new bookings.

16 from MGM

(Continued from page 1)

year, compared to last year, is that four pictures will be released in May, 1950, whereas only one was released in the same month last year.

The schedule from April to the end of August follows: April, "The Yellow Cab Man," "Side Street," "The Outriders"; May, "The Reformer and the Readhead," "Please Believe Me," "Shadow on the Wall," "The Big Hangover"; in June, "Dink Stover," "Father of the Bride," "The Skipper Surprised His Wife"; in July, "The Asphalt Jungle," "Summer Stock," "Mystery Street," and in August, "Duchess of Idaho," "Devil's Doorway" and "The Miniver Story."

Take Salary Cut

(Continued from page 1)

executives took voluntary salary cuts which still are in effect.

Goetz, whose title is executive in charge of production, will draw this year in consequence of the cut \$130,000 instead of \$260,000, his weekly salary to be \$2,500 instead of \$5,000. Spitz, production executive, this year will receive \$80,000 remuneration rather than \$104,000, his weekly salary to be \$1,500 instead of \$2,000.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Washington's Birthday, a legal holiday.

NY Lights Dimout Fails To Affect Box-Office

The coal-conserving dimout of the theatre fronts which started on Sunday, giving a grim reminder of the war years, failed to produce any noticeable effects on business in the Broadway area, according to numerous first-run operators. They said the reduction of marquee illumination to a scant 200 watts, as ordered by the state, might hurt evening trade over a long period, but they failed to see how it could mean anything so early.

Gross estimates for the current week, additionally, reflect no unusual influences. The mild income is continuing with a few exceptions. Extra performances and holiday scales tomorrow, Washington's Birthday, along with the appearance of several new programs this week are expected to be helpful.

"The Outlaw" finally made Broadway, and with spectacular results. The film's opening at the Globe was unusually strong, indicating a first week's gross of \$45,000, representing the biggest business at the house in many months. "Chain Lighting" with the Latin Quarter revue at the Strand got off to a good start, with \$55,000 estimated for the first week.

"When Willie Comes Marching Home" with Allan Jones on stage is a strong newcomer at the Roxy, where the initial week's take is figured at \$90,000. "Paid in Full" with Johnny Johnston and Boyd Raeburn's orchestra on stage is fair in its debut at the Paramount, where \$59,000 is apparent for the first week. Constituting the best opening the Park Avenue has had on regular admission scales, "The Astonished Heart" is likely to bring in \$11,000 in its initial week.

"Samson and Delilah" still is doing fairly well at the Rivoli, where \$28,000 is in prospect for the ninth week.

'Stromboli' Average

(Continued from page 1)

sensus of executives of circuits that played the film.

The highly-exploited Roberto Rossellini-Ingrid Bergman picture opened powerfully in many of the 100 houses, and less than that in others. As the week progressed the picture's business declined steadily until, according to reports received here yesterday, "the bottom fell out" in several of the situations. It was not certain yesterday whether the Reade circuit would run the picture today, the final day of the week run at four of its New Jersey houses. Other circuits contacted reported, however, that the picture would be continued at their houses for the full week, "in accordance with the contract."

CINCINNATI, Feb. 20.—Estimated gross for "Stromboli" at the RKO Palace here for the week is \$16,000, against a house average of \$13,000.

ATLANTA, Feb. 20.—RKO Radio's "Stromboli" has been passed by Atlanta's censor board and will open at the Rialto here on March 16.

Continuing strong, "Third Man" should give the Victoria about \$35,000 in its fourth week.

Competing with close to 100 neighborhood theatres on the same run, the Criterion's engagement of "Stromboli" brought rather sluggish business after a big opening day. The film will wind up a single week's run tomorrow with an estimated gross of \$18,000, and it will be replaced tomorrow by "Woman in Hiding."

"Young Man with a Horn," with a stage show promises to give the Music Hall about \$118,000 in a fair second and final week. Next at the Hall will be "Stage Fright," going in on Thursday. "Mrs. Mike," with Gordon Jenkins topping the stage bill, might reach \$33,000 in a slow second week at the Capitol and will be replaced by "Malaya" tomorrow.

"Key to the City" should give the State about \$15,000 in a poor third week. "Sands of Iwo Jima," winding up a highly successful run, should give the Mayfair about \$12,000 in its final five days, two short of a full eighth week. "Cinderella" will bow in at the Mayfair tomorrow. "Battleground" concluded a big 15-week engagement at the Astor last night with about \$12,000 in the final week, which is fair enough. "Three Came Home" opens at the Astor today.

"Tight Little Island" has \$8,000 in view for a good eighth week at the Trans Lux.

Paramount's Robert Weitman and Jack McInerney have devised a gag trailer heralding Bob Hope's appearance at the Paramount Theatre starting March 1. The clip associates the Hope appearance with other standout news events of the past half century, such as the atom bomb explosion.

Miners Strike

(Continued from page 1)

replenished, "holds the power under a law enacted last week to order closing of theatres and other establishments. He was said yesterday to be considering the issuance of such an order. Few New York City theatres are heated by coal, however.

New York City underwent its fourth post-war dimout Sunday night. So cooperative were the Times Square theatres that extra police have been assigned to the section to prevent any disorders in the darkened streets. It is understood that cooperation by nighttime businesses in general in other sections of the city has been only fair.

\$14,000 for 'Wall' at Phila.

Universal-International's home office claims that its "Outside the Wall," which had its world premiere at the Aldine Theatre in Philadelphia last Friday, set an all-time three-day high for regular admission price pictures at the theatre on its first three days ending last Sunday night. It is understood the picture grossed \$14,000 in the three days.

Flexer Will Build Drive-ins Abroad

Memphis, Feb. 20.—Back from a trip to Europe, David Flexer head of Flexer Theatres, Inc., operating out of Memphis, says companies have been formed in Britain, France and Israel to build and operate drive-in theatres. Flexer said two or three would be in operation this summer. Flexer will return to Europe in the spring to check on progress and discuss motion picture production plans.

TOA and 9 Members Filed with FCC

The Theatre Owners of America and nine of its members have filed with the Federal Communications Commission for appearances at theatre television hearings. Among them are Interstate Circuit, Wometco Theatres, American Theatres, Neighborhood Theatres, Comerford-Publix, Jefferson Amusement, Mundo, Mundo Enterprises, United Theatre Owners of Illinois and the Theatre Owners of Oklahoma.

Other TOA members who have filed individually are Fabian Theatres, United Paramount and individual circuits, and Fox West Coast Theatres.

NTFC to Meet Thursday

National Television Film Council will hold its regular monthly meeting Thursday evening at the Brass Rail here. Owing to a lengthy business agenda, no guest speaker will appear.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
KIRK LAUREN DORIS
DOUGLAS BACALL DAY
IN
"YOUNG MAN WITH A HORN"
Directed by MICHAEL CURTIZ
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

ROBERT CUMMINGS
LIZABETH SCOTT DIANA LYNN
in HAL WALLIS' production
"Paid in Full"
with EVE ARDEN • A Paramount Picture
PARAMOUNT TIMES SQUARE
Midnight Feature
Nightly

Cecil B. DeMille's masterpiece
"Samson and Delilah"
Color by TECHNICOLOR
HENRY LAMARR • VICTOR MATURE • GEORGE SANDERS
ANGELA LANSDOWN • HENRY WILCOXON
See the destruction of the
Temple on the
MAGIC CYCLOPAMIC SCREEN!
RIVOLI
8 WAY AT 40N 51

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NEWS in Brief . . .

GOV. Thomas E. Dewey will make the presentation of awards to winners of the 14th annual photo exhibit of the Press Photographers Association of New York tomorrow at the 71st Regiment Armory here. All metropolitan newspapers and syndicates competed in the contest, with total entries of more than 450 prints.

Chicago, Feb. 20.—Paramount will seek an extended loop run for Cecil B. DeMille's "Samson and Delilah" and will offer the film to all loop theatres under bidding.

BOSTON, Feb. 20.—A bill increasing license costs for motion picture operators from \$5 to \$20 for the initial issue and from \$2 to \$10 for each annual renewal has been passed by both the house of representatives and the senate. The bill now awaits the signature of the governor.

Hollywood, Feb. 20.—General and Mrs. George C. Marshall were guests of the Association of Motion Picture Producers at a reception this evening at the Beverly Hills Hotel. More than a hundred industry leaders and their wives attended. Louis B. Mayer and Y. Frank Freeman were the official hosts for the AMPPP.

MINNEAPOLIS, Feb. 20.—The 1950 North Central Allied annual convention and election will be held April 3-4, with the board meeting taking place before the regular opening day session.

Chicago, Feb. 20.—Pat O'Brien, Ann Blyth, Jimmy Durante, Phil Regan and other celebrities are appearing tonight at the Chicago Stadium for the benefit of the Dominican Fathers' Seminary fund.

WASHINGTON, Feb. 20.—The cooperation of the motion picture industry in putting over "Brotherhood Week" was praised here today by John L. Sullivan, general chairman of "Brotherhood Week." Sullivan spoke at a "Brotherhood" luncheon of the Variety Club of Washington.

Chicago, Feb. 20.—Balaban and Katz have purchased the Garrick Theatre building and leasehold from the Northern Trust Company at a reported price of \$300,000. The 1,000-seat house, under B and K operation since 1935, will be remodeled and its seating capacity enlarged.

Reviews

"No Man of Her Own"

(Paramount)

IN THIS Richard Maibaum production, Barbara Stanwyck has the role of a destitute, young unmarried woman who has become enciente, is cruelly rejected by the father of her unborn child, and is later misidentified among the survivors of a train wreck as a married woman who, with her husband, was among those killed in the accident. The dead girl she is mistaken for also was about to have a baby, and when shortly after the train disaster Miss Stanwyck's son is born, the well-to-do "grandparents" who had never met their daughter-in-law, take mother and child to their hearts and their richly appointed home. Upon the newcomers is lavished the affection that had been given the son lost in the railroad accident. It is for the well-being of her child that Miss Stanwyck permits the deception to continue. But she is haunted by the feeling that some day the error which has become a lie will be discovered.

That Miss Stanwyck lends some measure of credibility to this coincidence-heavy stream of events is evidence of her stature as an emotional actress. The role might well have been a complete fiasco in the hands of a less capable performer. It goes without saying that "No Man of Her Own" is a woman's picture. And because it is, it should rank among the better grossers of the season. But it is too far-fetched in content, too obviously contrived, to qualify for a place among the more significant of Miss Stanwyck's recent vehicles.

John Lund, co-starring as the elder brother of Miss Stanwyck's dead "husband," discovers more or less intuitively that she has been deceiving the family. However, he permits her lie to prevail for he discovers at the same time that he has fallen in love with her. Meanwhile, the real father of her baby emerges to blackmail her, touching off a melodramatic series of events embracing murder and police activity.

Competent acting support is provided by Jane Cowl, Phyllis Thaxter, Lyle Bettger, Henry O'Neill, Richard Denning and others. Also competent is the direction by Mitchell Leisen, from a screenplay by Sally Benson and Catherine Turney which was based on a novel by William Irish.

Running time, 98 minutes. Adult audience classification. For May release.
CHARLES L. FRANK

"Captain Carey, U.S.A."

(Paramount)

WITH Alan Ladd in a role tailored precisely to his familiar poker-faced style, "Captain Carey, U.S.A." should satisfy to the hilt those customers who will be waiting for the actor's next screen adventure. The story concerns a former O.S.S. officer who returns to Italy after World War II to ferret out the betrayers of his hideout in the cellar of an island palace during the Italian campaign. Disclosure of the hideout resulted in Ladd's capture by the Germans and in the death, he concluded, of his Italian sweetheart, played agreeably by Wanda Hendrix. So deeply in love was he with Miss Hendrix that he is impelled to avenge her death at all cost.

A fair amount of suspense and movement is generated under the direction of Mitchell Leisen, who worked from a script by Robert Thoeren, based on a novel by Martha Albrand. The action is embellished with sundry characters representing Italians in all walks of life but for the most part they are loosely drawn and tend to suggest caricatures of Italian-Americans.

Upon his arrival at the little North Italy town, Ladd discovers that the partisans with whom he worked during the war believe for some obscure reason that he was the man who did the betraying. He learns, too, that Miss Hendrix is still alive, but is now married to a politically ambitious baron (Francis Lederer). She had supposed Ladd was killed in the raid on the cellar. It is obvious that the lady and Ladd still love one another. She joins him in his sleuthing for the betrayer, who turns out to be the baron himself. The climax comes in the palace cellar, with Ladd, the baron and one of the latter's henchmen engaging in a furious gun-and-fist battle among ancient wine casks. In supporting roles are Celia Lovsky, Angela Clarke, Richard Avonde, Joseph Calleia, Roland Winters, Frank Puglia, Luis Alberni and others. Richard Maibaum produced.

Running time, 83 minutes. General audience classification. For April release.
C. L. F.

Bagnall to Quit As UA Production Head

HOLLYWOOD, Feb. 20.—George Bagnall, United Artists vice-president in charge of production, dispatched a letter of resignation to UA president Gradwell Sears and the board of directors at the weekend. The resignation is to become effective when mutually agreeable.

Bagnall joined UA in 1941. Notification of his resignation came as a surprise to associates and is believed to be a result of recent interference in his duties with respect to lining up producer deals.

In New York yesterday, Gradwell Sears could not be reached for comment on Bagnall's resignation.

Jay Witmark, 77, An Ascap Founder

Private services were held here on Friday for Jay Witmark, 77, last surviving founder of the music publishing firm of M. Witmark and Sons, and founder of Ascap. Witmark, who died at his home here on Thursday, had not been connected with the firm, which was sold to Warner Bros. in 1928, for the past 19 years. A sister, Mrs. Joseph A. Klein, survives.

Edwin Eron, 53, WB Theatre Executive

MILWAUKEE, Feb. 20.—Edwin F. Eron, 53, state real estate manager for Warner Theatres, died Feb. 15 from a heart attack at the Warner Theatre here. He had been with Warners 16 years.

ABC to Air Awards Program on Mar. 23

Hollywood, Feb. 20.—The annual Academy Awards presentations will be made March 23 at the Pantages Theatre here and will be broadcast over the ABC network, Charles Brackett, Academy president, announces.

C. Kenneth DeLand, Paramount studio unit manager, has been appointed business manager of the Academy Awards presentation program.

20th's 'Three' Opens In Glitter at Astor

A gala world premiere of 20th Century-Fox's "Three Came Home" was held at the Astor Theatre here last night. With Broadway's lights at a minimum due to the coal shortage, and the first major freeze of the winter, society notables, stars of the entertainment world, and survivors of the Bataan "Death March," trooped to the Broadway house to see the Darryl F. Zanuck production starring Claudette Colbert.

The Astor entrance was decorated to simulate a tropical prison camp. Among the celebrities attending were Robert Patterson, Mrs. Ogden Reid, Winthrop Rockefeller, Herbert Bayard Swope, Winthrop Aldrich, Mrs. William Randolph Hearst, William Randolph Hearst, Jr., Sol Rosenblatt, Robert Kintner, Elsa Maxwell, Jane Wyatt, Mary Pickford and Buddy Rogers, Princess DeScaffa, Ted Husing, Albert Goldman, Ken Murray, Aline McMahon, Mary Boland, Farley Granger and Geraldine Brooks.

N. Y. Offices to Close

New York offices of virtually all film companies and the Motion Picture Association of America will be closed tomorrow to observe Washington's Birthday.

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Damon Runyon's
JOHNNY ONE-EYE

Produced by Benedict Bogeous
thru U.A.

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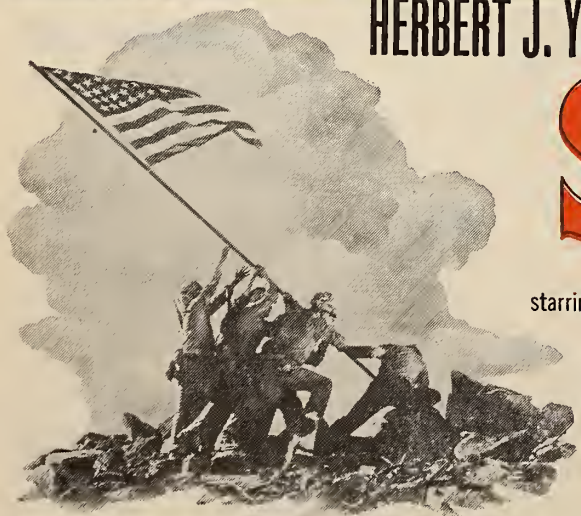
HERBERT J. YATES *presents*

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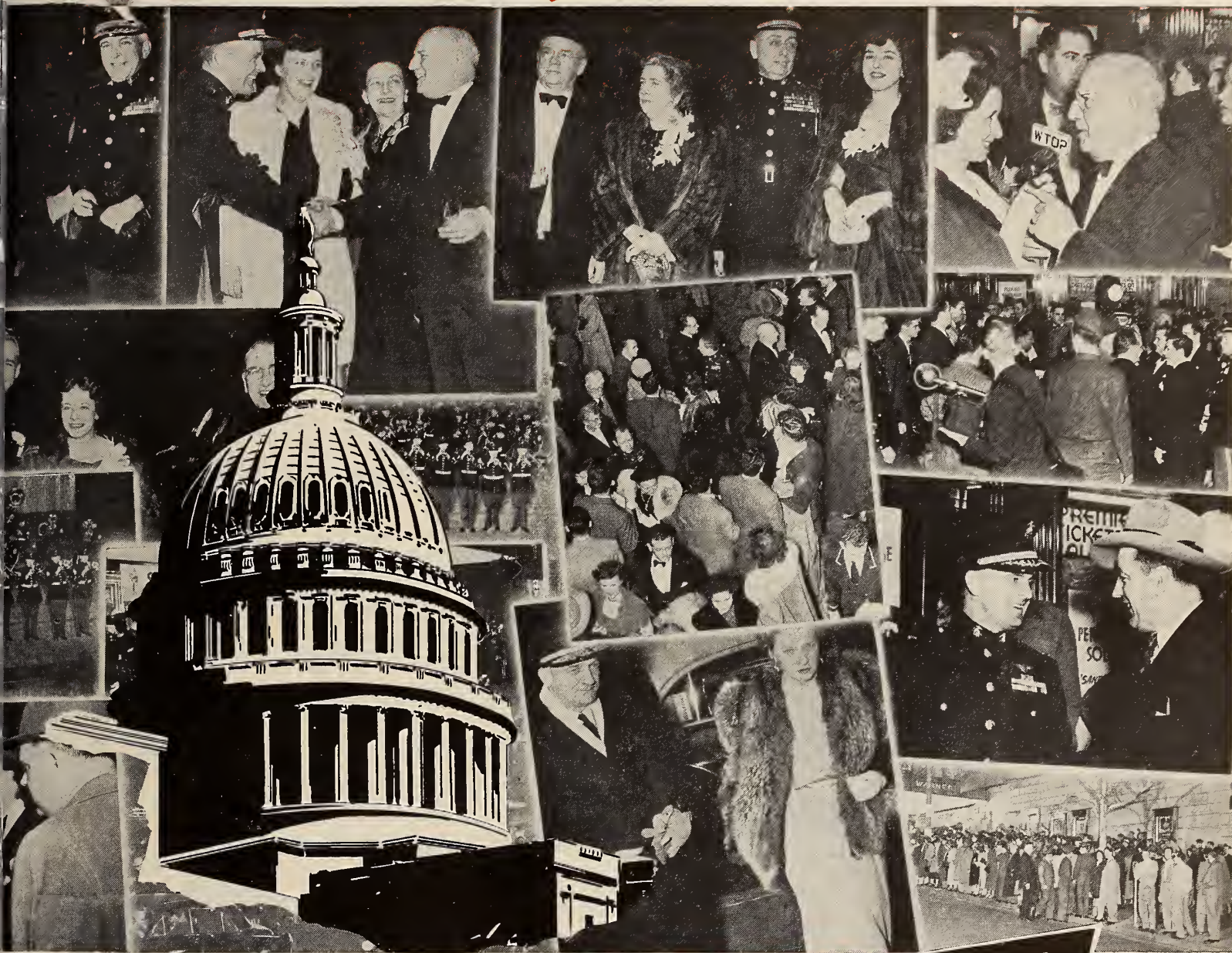
with **WALLY CASSELL** • **JAMES BROWN** • **RICHARD WEBB** • **ARTHUR FRANZ** • **JULIE BISHOP** • **JAMES HO**

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Adding another record-breaking engagement to "Iwo's" continuous list of record-breaking engagements.

B. of T. Denies Plan To Cut Remittances

London, Feb. 20.—Board of Trade officials here have expressly denied recurrent reports that consideration has been given to a possible reduction of permitted remittances under the Anglo-American monetary agreement from \$17,000,000 to \$12,000,000. The agreement will be reviewed here, probably next month.

Reports of a reduction of the American industry's remittances were revived following the Film Council's recommendation last week of a cut in the film quota from 40 per cent to 30 per cent, starting Oct. 1, on the basis that a more liberal quota would be offset by reduced remittances.

Hamrick, Evergreen

(Continued from page 1)

takes over the McDonald and Rex in Eugene, and the Castle and Kiggins in Vancouver.

John Hamrick Theatres, under the split, will take over the Liberty, Music Box, Playhouse and Newsreel theatres in Portland. Evergreen also operates houses in various other cities in the Northwest. The partnership dissolution is in line with agreements made by 20th Century-Fox, National's parent, and the Department of Justice under the industry anti-trust suit.

Compo Tax Plea Today

(Continued from page 1)

the industry, the brief states, but "of all industry branches, the admission tax bears most heavily on exhibition."

It points out that the theatres must add the tax to their regular prices, collect the money and account to the government, and "worse than that, they must face their patrons' resentment against the tax and observe at first-hand its deadening effect on theatre attendance."

Not a 'Hollywood' Tax

Myers and Sullivan said "the admission tax is not a Hollywood tax, though its baleful effects are visited upon all branches of the industry. We make this distinction because over-enthusiastic reporting has attributed to Hollywood a degree of glamor and opulence which cannot by any possibility be applied to the exhibition branch. In investment and numbers employed, Hollywood represents only a small segment of the industry. The motion picture business is mainly small business."

COMPO also speaks for the "many millions of movie-goers who are staggering under the burden of this tax," they declared. They pointed out the millions of signatures on tax repeal petitions and said "this voluntary action by the theatre-goers demonstrates their earnest desire that the tax be removed."

The Myers-Sullivan statement made seven major points:

"1—The admission tax is an emergency tax and should not become part of the permanent tax structure.

"2—Motion pictures are a part of the press and should be accorded equal treatment with books, magazines and newspapers.

"3—Moving pictures, are an integral part of American life, a necessity, not a luxury.

"4—The admission tax as applied to motion picture theatres is primarily a tax on the lower and middle income groups—only a small part of it is paid by the well-to-do.

"5—A great majority of the theatre owners, those who are immediately affected by the tax, are small business men, not to be confused with the over-publicized 'movie magnates'.

"6—Due to declining attendance at theatres, the admission tax as applied to theatres is an uncertain revenue source for budget balancing purposes.

"7—The admission tax as applied to motion pictures threatens the existence of the country's greatest peacetime entertainment medium, which also is an indispensable part of the Government's communications system in time of war."

'Fundamentally Objectionable'

The brief concluded by declaring that exhibitors do not complain against taxes levied against all industries but do object to "a special Federal excise on our legitimate communications industry, a tax that is fundamentally objectionable at all times and not to be resorted to except in dire emergencies and then only when it is imposed on all business enterprises alike, including other members of the press."

BALTIMORE, Feb. 20.—The eight Representatives from Maryland are on record as favoring repeal of the 20 per cent admission tax. Senator Herbert O'Connor has come out in favor of repeal and Senator Millard Tydings has declined to clearly state his position in the tax situation. The *Baltimore News-Post* has published two editorials favoring repeal.

DETROIT, Feb. 20.—The removal of the admission tax would be a "tremendous stimulant to the entire motion picture industry and would not necessarily adversely affect Uncle Sam's finances," E. R. Holtz, president and treasurer of Riviera Annex Theatre Co. here, tells stockholders of the company in his annual report.

Business Declines

(Continued from page 1)

a 20 to 25 per cent drop, Baltimore city and county a 26 to 28 per cent decline, Memphis a 25 per cent fall.

North Central Allied found a drop of over 15 per cent, Allied Theatres of Illinois a 20 per cent to 30 per cent decline and small town theatres in Southern Illinois found that attendance had dropped 20 per cent from 1949 and 27 per cent from 1948.

A New Jersey association showed a drop of 15 per cent in the first five weeks of 1950 and Independent Exhibitors, Inc., of New England reported a decrease of from 15 per cent to 20 per cent.

A West Virginia association reported a decline of from 35 per cent to 50 per cent, but attributed this in part to the coal strike. A group of small theatres in upstate Pennsylvania showed drops ranging from three per cent to 15 per cent.

AFL's Green Sees Excises Doomed

Speaking at the testimonial dinner to IATSE's president Richard F. Walsh in Brooklyn last night, William Green, AFL president, said:

"Now that labor has lined up solidly in favor of repeal of the excises tax, I am confident that Congress will vote to throw them out with in the near future. And when that action is taken I want you to know that Dick Walsh will deserve a great deal of credit for the achievement."

Tribute to Walsh

(Continued from page 1)

business agent of "IA" local No. 4, Brooklyn, of which Walsh is president. The event was sponsored by the "IA's" 10th district, comprised of locals throughout New York State, and was under the direction of the district executive board, which includes Murtha, H. Paul Shay, Albert Ryde, Don Rood, M. J. Mungovan, Nat Storch, John C. McDowell and Sal J. Scoppa.

Also invited to honor the man who became president of the "IA" in 1941, climaxing a career that began as an apprentice electrician at the 5th Ave. Theatre in Brooklyn, were all IA officers, officials of the state Federation of Labor, Trades and Labor Council and state and city officials.

Technicolor Decree

(Continued from page 1)

volved if the case were allowed to come to trial, and 2, because the consent decree outlines a practical procedure for avoiding future difficulties with the government."

Dr. Kalmus added that the company's process "has been evolved through more than 30 years and the expenditure of millions of dollars for research and development and not by the purchase or absorption of other companies or other persons' inventions."



Podner!

in the Panhandle
strong men weep
(with laughter)
when you show 'em

"THE GREAT RUPERT"

An Eagle Lion Films Release

WARNER BROS. TRADESHOW FEB. 27



ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 Ho. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
Film Exchange Building
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Ovensport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
Sreco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.



WITH THELMA RITTER SCREEN PLAY BY EDITH SOMMER PRODUCED BY JERRY WALD DIRECTED BY BRETAGNE WINDUST
ADAPTATION BY GEORGE OPPENHEIMER

MOTION PICTURE DAILY

Q P
FIRST
IN
FILM
NEWS

Q P
Accurate
Concise
and
Impartial

VOL. 67. NO. 36

NEW YORK, U.S.A., THURSDAY, FEBRUARY 23, 1950

TEN CENTS

1,474 in U. K. Default On First-Feature

**2nd-Feature Defaulters
Total 1,381 in a Year**

LONDON, Feb. 22.—The Board of Trade's film quota for the year ended Sept. 30, 1949, disclosed 1,474 first-feature defaulters and 1,381 supporting program defaulters among Britain's 4,772 theatres.

The Board states the average proportion of British films exhibited was 37 per cent of first features and 27 per cent of supporting programs. The former was described as corresponding to the average prescribed first-feature quota after allowing for authorized reduced quotas to some theatres ranging from 40 per cent to 10 per cent.

The supporting program result was cited as exceeding the statutory 25
(Continued on page 4)

Sees Need of US-UK Talks

WASHINGTON, Feb. 22.—The U. S. Commerce Department today emphasized the need for the Anglo-American film negotiations to take place as soon as possible after tomorrow's elections in Great Britain.

"In the event of a new government coming in or even if there is no change, the time element is important,
(Continued on page 4)

Justice Silent on Technicolor Terms

WASHINGTON, Feb. 22.—Department of Justice spokesmen decline to reveal terms of the consent decree agreed upon between Technicolor attorneys and the government until the company's board, scheduled to meet tomorrow in New York, has approved the pact.

A Justice Department official did say, however, that he "imagines" that restrictions on patents and methods would be "broader than in the Eastman Kodak decree."

LOS ANGELES, Feb. 22.—Another postponement in the Technicolor trial, until Friday morning, was granted yesterday by Federal Judge Mathes.

Stockholders Reelect 6 Warner Directors

Wilmington, Feb. 22.—Six Warner Bros. directors were reelected here yesterday by stockholders at their annual meeting. They were: Harry M. Warner, president; Albert Warner, vice-president and treasurer; Jack L. Warner, vice-president; Robert W. Perkins, vice-president, secretary and general counsel; Waddill Catchings and John E. Bierwirth.

Sees No Film Ban on Phonevision Tests

CHICAGO, Feb. 22.—E. F. MacDonald, Zenith president, denies that major or independent producers would not make their product available for phonevision tests.

Protesting a story of Feb. 16 appearing elsewhere, he declared "not one film company has said 'no' to me, and some have already agreed." He declined to divulge which producers or to give titles, however. He referred that question to Gael Sullivan, of the Theatre Owners of America, when he had read that Sullivan was asked to furnish theatre owners with such information.

The Zenith president stated that he was not negotiating for first-run product, or reissues, but for important films that had played first-run and some subsequent-run engagements. MacDonald affirmed, "I don't want to harm theatre business or go into competition with it."

He said that start of the tests hinged on further clarification of
(Continued on page 6)

M. P. Daily Poll Reveals 12 of 25 Ways And Means Group Members for Tax Cut

Washington, Feb. 22.—An informal *Motion Picture Daily* poll of members of the House Ways and Means committee showed at least 12 of the 25 members promising to vote for reduction or repeal of the admissions tax, with another 12 either unavailable or undecided and only one definitely against cutting the tax.

Here's the way the committee lined up in the informal poll:
For reduction or repeal: Dingell (D., Mich.), Eberharter (D., Pa.), Lynch (D., N. Y.), Young (D., O.), King (D., Calif.), O'Brien (D., Ill.), Curtis (R., Neb.), Reed (R., N. Y.), Woodruff (R., Mich.), Simpson (R., Pa.), Martin (R., Ia.), and Jenkins (R., O.).

Against reduction: Kean (R., N. J.).

Inclined to vote for reduction but waiting to see the whole bill: Camp (D., Ga.), Byrnes (R., Wisc.), Forand (D., R. I.).

Undecided or no comment: Gregory (D. Ky.), Boggs (D., La.), Carroll (D., Colo.), Mills (D., Ark.), Cooper (D., Ky.), Combs (D., Tex.), Holmes (R., Wash.), and Chairman Doughton (D., N. C.).

Unavailable: Mason (R., Ill.)

TAX CRIPPLING INDUSTRY: COMPO

'306' Negotiations Underway Again

Prospects are better for a peaceful settlement of the long-standing wages-and-classification dispute between IATSE Projectionists Local No. 306 and major theatre circuits here. Union-management negotiations broke down earlier this month, at which time a walkout of projectionists in Loew's, RKO and Warner theatres was regarded as imminent.

Negotiations have resumed between representatives of the local, Loew's and RKO, it is reported by Herman Gelber, president of "306." Warner representatives are expected to join in the renewed talks at an early date.

Arnall Won't Talk About Truman Talk

WASHINGTON, Feb. 22.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, discussed the "international motion picture situation" with President Truman yesterday in a 45-minute White House interview which Arnall said was set up at the President's invitation.

Arnall refused to be pinned down exactly on what the President's interest in the matter was, or what he had told the President.

"The President asked me to come
(Continued on page 4)

Myers and Sullivan Tell House Committee 'Hardship' Status Near

By J. A. OTTEN

WASHINGTON, Feb. 22.—Two industry representatives yesterday told a sympathetic House Ways and Means Committee that box-office grosses in the past four months have been the worst since the end of the war.

Speaking as representatives of the Council of Motion Picture Organizations, Abram F. Myers, chairman and general counsel of Allied States Association, and Theatre Owners of America executive director Gael Sullivan, affirmed the statement of one committee member that motion pictures may soon enter the category of a "hardship industry" unless the tax is removed. "At least
(Continued on page 6)

Equipment Exports Drop

WASHINGTON, Feb. 22.—Only some types of 16mm. film and equipment escaped from a general decline in U. S. exports of all film and equipment during 1949, the U. S. Commerce Department reported today.

Equipment exports dropped from \$10,972,516 in 1948 to \$7,621,485 last year. The 1947 total was \$16,245,487.

All types of 35mm. film shipments
(Continued on page 6)

Holy Year Film by Muto for 20th-Fox

WASHINGTON, Feb. 22.—A short subject on the Holy Year will be distributed by 20th Century-Fox Movie-tone News early in the summer. The picture was made by Movietone's Washington chief, Tony Muto, who has just returned from three months in Italy.

The film will show a typical Holy Year Pilgrimage to Rome. It was shot in and around Saint Peter's and includes shots of Pope Pius XII, with whose permission the subject was filmed. Muto used Movietone crews in Italy for the production, the eventual length of which has not been determined.

New York Exhibitor Groups in Albany Coal Crisis Confab

Fearful that New York State Solid Fuels Administrator Bertram D. Tallamy planned to include oil-burning as well as coal-burning theatres in any order which would shut down places of amusement in the interests of coal conservation, representatives of the Metropolitan Motion Picture Theatres and the New York Independent Theatre Owners associations have been in Albany this week conferring with state officials.

Among those who pleaded the cause that non-coal-burning theatres be permitted to remain open were D. John Phillips, MMPTA executive director; Morton Sunshine, ITOA aide, and Orin Judd, MMPTA legislative counsel. The New York industry representatives were said also to have reported to state officials the eagerness of New York's theatres to cooperate in the dimout program designed to conserve coal used to generate electric power.

'Stromboli' Run Is Extended by RKO

WASHINGTON, Feb. 22. — RKO Keith's has extended for three days—through Friday—the run of "Stromboli." Originally scheduled to run one week, the picture has done well enough to warrant the extended run, manager Hardie Meakin said today. "Stromboli" grossed \$16,000 in its first week, Meakin said, the highest weekly gross for the theatre in three years.

New England Allied Acts

BOSTON, Feb. 22.—Independent Exhibitors of New England has endorsed the stand of national Allied regarding "Stromboli" and is urging its members, who operate 200 theatres, not to play the film.

Graphic Circuit, consisting of 18 houses, stated the picture would not play the circuit. Theodore Fleisher reported he does not contemplate buying the film at present. Arthur Lockwood of Lockwood and Gordon, 20 theatres, said the circuit is not negotiating for the film.

Memorial for Griffith

CRESTWOOD, Ky., Feb. 22.—The remains of David Wark Griffith in Mount Tabor Cemetery here have been transferred from the family plot to a larger one in order to provide room for a memorial which the Screen Directors Guild will erect. Raoul Walsh of Hollywood, Guild representative, made arrangements for the memorial.

Mrs. Rihacek, Exhibitor

TOLEDO, Feb. 22.—Mrs. Maggie Rihacek, 63, owner of the Star and Tivoli theatres, died last week. She was the mother of seven children, who will continue to operate the theatres.

Personal Mention

OTTO KOEGEL, 20th Century-Fox general counsel, was the principal speaker yesterday at the Founder's Day ceremonies held by the American University at Washington.

JOSEPH GIOBBIA, manager of the Crown Theatre, Hartford, and Mrs. GIOBBIA, the former PATRICIA WILLIAMS and cashier at the theatre, have returned to Hartford from a honeymoon in New York.

RUDY BERGER, M-G-M Southern sales manager, and his field assistant, JOHN S. ALLEN, left here yesterday for their respective headquarters in Washington and Dallas.

GAEL SULLIVAN, Theatre Owners of America executive director, is due to return to New York today from Stratford, Conn.

FOSTER M. BLAKE, Universal-International Western sales manager, is in Seattle from New York and will be in Portland on Saturday.

ROBERT GOLDEN and SHERMAN HARRIS have arrived here from Hollywood to join JACK WRATHER on a trip to Europe.

ROBERT J. FLAHERTY, producer, left New York by plane yesterday for a tour of Germany, France and Italy.

Legion Reviews 11; Rates Three 'B'

Eleven additional pictures have been reviewed by the National Legion of Decency, with three receiving a "B" rating. In that classification are Universal-International's "The Astonished Heart," Columbia's "Her Wonderful Lie," and Eagle-Lion's "Saramba."

In Class A-I is M-G-M's "The Yellow Cab Man." Classified A-II are Paramount's "Captain Carey, USA," Film Classics' "Cry Murder," Columbia's "Father Is a Bachelor," Universal-International's "I Was a Shoplifter," M-G-M's "Nancy Goes to Rio" and "Please Believe Me," RKO Radio's "Our Very Own."

Larson, Mo. Exhibitor

KANSAS CITY, Feb. 22.—Funeral services for Larry P. Larson, owner of the Civic and Civic, Jr., theatres at Webb City, Mo., and an architect and contractor who has built about 100 theatres in the Midwest, were held at Webb City Tuesday, with burial at Joplin, Mo. Larson, who died Saturday, is survived by the widow, four sons and a daughter.

'Cinderella' Premiere

Charles Levy, Eastern public relations director for Walt Disney Productions, flew from New York to Chicago to attend the premiere there yesterday of "Cinderella." Leo Samuels, assistant to William B. Levy, worldwide sales supervisor for Disney, also attended. "Cinderella" started its New York engagement at the Mayfair Theatre yesterday.

WILLIAM J. HEINEMAN, Eagle-Lion distribution vice-president, left here yesterday for the Coast.

EDWARD L. HYMAN, United Paramount Theatres executive; his assistant, SELIG J. SELIGMAN, and SIMON B. SIEGEL, comptroller, have left here for Phoenix.

JOHN KIRBY, Warner Southern sales manager, is in Dallas today and will return to New York over the weekend.

W. FRENCH GITHENS, former president of Embassy Newsreel Theatres, has been elected chairman of the executive committee of Cinerama, Inc.

GEORGE STEVENS, Cleveland theatre manager, is at the Polyclinic Hospital there, convalescing from a leg amputation.

DAVID O. DECKER, M-G-M attorney, has returned to New York from a Florida vacation.

IRVING SHERMAN, Columbia assistant manager of exchange operations, is in Cleveland from New York.

M. A. LIGHTMAN, Sr., president of Malco Theatres, Memphis, is in New York from that city.

Tieup Firm is Formed By Ferguson, Carrier

William R. Ferguson and C. Edward Carrier, veteran industry exploiters, have formed Hollywood Enterprises, Inc., to specialize in the merchandising of commercial royalty tieups and ideas and will also function as international representative for film producers and distributors.

Ferguson and Carrier were hosts Tuesday at a house-warming in new offices in the Paramount Bldg. here, with scores from all branches of the industry dropping in to extend greetings. The new company has closed contracts with M-G-M's Tom and Jerry Cartoons, Margaret O'Brien, Hedy Lamarr, Esther Williams, Tarzan, "Annie Get Your Gun," "Gordy, the Sea Frog" and others.

20th-Fox Sets Three Quarterly Dividends

The board of directors of 20th Century-Fox on Tuesday declared a quarterly cash dividend of \$1.12½ per share on prior preferred stock, payable on March 15 to stockholders of record on March 6. A quarterly dividend of 37½ cents per share on convertible preferred stock was also declared, payable on March 31 to stockholders of record on March 6.

A quarterly dividend of 50 cents per share on the common stock was declared, payable on March 31 to stockholders of record on March 6.

Heads Transfilm Sales

William Burnham has been promoted to sales vice-president for Transfilm by William Miesegaes, president.

Newsreel

Parade

THE LONG ISLAND train crash and Cardinal Spellman sailing on a Holy Year pilgrimage are highlights in major newsreels. Complete contents follow:

MOVIEZONE NEWS, No. 16—World's Fair in Haiti. Long Island train crash. Cardinal Spellman sails on Holy Year pilgrimage. Truman and taxes. Oak Ridge Atomic energy. Track meet. World skiing champ.

NEWS OF THE DAY, No. 250—Doctor on trial in mercy killing. Long Island train crash. \$100-plate dinner for 5,300 Democrats. Oak Ridge: Atomic drugstore. Cardinal sails on Holy Year Pilgrimage. Downhill ski title won by Italian. Diving capers.

PARAMOUNT NEWS, No. 53—World's Fair in Haiti. Long Island train disaster. Oak Ridge: Atomic energy. Jefferson-Jackson Day dinner. Track meet.

TELENEWS DIGEST, No. 8-A—Mercy killing trial opens. Long Island train disaster. Pennsylvania miner speaks. Czechoslovakia: New ski thrill.

UNIVERSAL NEWS, No. 328—Long Island train crash. Jackson Day dinner. Cardinal Spellman leads pilgrimage. Haiti bi-centennial. Times Square brown-out. Santa Anita derby. Downhill ski thrills.

WARNER PATHE NEWS, No. 55—Train wreck on Long Island. Jackson Day dinner. New York City brown-out. Oak Ridge: Atomic energy. People in the News: Dr. Sander, air crash survivors, Cardinal Spellman. Glove fashions. Ski race.

Films Spread Idea of Freedom: Johnston

The American idea that "Freedom is a right of all men has been put to work here and has succeeded" is reflected in U. S. films, Eric Johnston said Tuesday night on NBC's "Town Hall of the Air" program. The president of the Motion Picture Association of America debated Norman Cousins, editor of *The Saturday Review of Literature*, on the question, "Do Our Movies Abroad Speak for America?"

Johnston cited President Truman, General MacArthur and Irving Brown, AFL representative in Europe, all of whom have acclaimed the role of the motion picture abroad, in answering Cousins, who claimed U. S. films give foreign audiences a distorted view of America.

Sears, Kelly West on Bagnall Resignation

Gradwell Sears, United Artists president, and Arthur W. Kelly, executive vice-president, have flown to Hollywood from New York presumably to take up the matter of George Bagnall's announced resignation as vice-president in charge of production. Bagnall told Sears in a letter last week that he plans to leave the company at a "mutually agreeable" time. Sears had planned the Coast trip before this on other company affairs but Kelly's leaving was unexpected.

Miles Staying

Philip Miles will continue in his post in charge of exploitation and special promotion with Samuel Goldwyn Productions.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the year, \$6 in the Americas and \$12 foreign; single copies, 10c.

JANE WYMAN MARLENE DIETRICH

MICHAEL WILDING

RICHARD TODD

ALFRED HITCHCOCK'S

Stage Fright

A
WARNER BROS.
PICTURE



WITH ALISTAIR SIM • DAME SYBIL THORNDIKE

SCREEN PLAY BY WHITFIELD COOK ADAPTATION BY ALMA REVILLE
ADDITIONAL DIALOGUE BY JAMES BRIDIE BASED ON A NOVEL BY SELWYN JEPSON



BROTHERHOOD — FOR PEACE AND FREEDOM. Believe it! Live it! Support it!

SPOTLIGHT
ON
RADIO
CITY
MUSIC
HALL
TODAY!

Production Up in Coast Studios; 31 Films in Work

HOLLYWOOD, Feb. 22.—The production tally displayed a healthier increase this week than in some time, for a total of 31 pictures in work. Nine were started, while four were completed.

Started were: "Fuller Brush Girl," "Firefighters" and "Texas Dynamo," Columbia; "The Jackie Robinson Story," Eagle-Lion; "Phantom of the Sea," independent; "High Stakes," Monogram; "Three Husbands," United Artists; "Winchester 73" and "Panther's Moon," Universal-International. Completed were: "Three Little Words," Metro-Goldwyn-Mayer; "Guns Roar in Rockhill" and "A Modern Marriage," Monogram; "Sons of the Musketeers," RKO-Radio.

U.K. Defaulters

(Continued from page 1)

per cent quota.

Nevertheless, the trade regards the report as demonstrating the impracticability of the 45 per cent first-run feature quota. Relief in varying proportions was granted to 1,478 exhibitors, 339 of whom defaulted regardless. Among 1,699 independents subject to the full 45 per cent quota, 1,135 were in default. The major circuits—Odeon, Gaumont-British and Associated British—played an average of nearly 48 per cent of first-features and 31 per cent of supporting programs.

Review

"Stage Fright"

(Warner Brothers)

A GOOD example of how striking direction and splendid acting can turn an ordinary story into strong entertainment is provided in Alfred Hitchcock's "Stage Fright." This British-made Warner production might best be described as a murder drama with a fine sense of humor. The cast is a customer-inviting one, headed by Jane Wyman, Marlene Dietrich, Michael Wilding, Richard Todd and Alistair Sim. The picture will bow in today in a world premiere at Radio City Music Hall.

As usual, Hitchcock's direction exacts the full measure of interest from his material. The story opens with Todd conveying his desperate plight to his sympathetic girl friend, Miss Wyman. He is in flight, suspected of murdering the husband of the woman he loves, Miss Dietrich, a musical comedy star. Actually, he informs her that Miss Dietrich murdered her husband and then enlisted his aid to cover up for her. An enterprising little lady, Miss Wyman decides to do some private sleuthing for herself in order to clear Todd. This involves considerable manipulating and presently she gets a job as maid to Miss Dietrich. Also, Miss Wyman becomes attached to Wilding, detective inspector assigned to the case. Helping Miss Wyman in her efforts is her salty father, Sim, who skits gaily around the periphery of the story. As the narrative proceeds into its final stretches, it develops that Miss Dietrich did not kill her husband, but rather Todd himself did at her goading. With this reversal of guilt, the story shifts in focus till the real culprit is finally nabbed.

All along a cat-and-mouse game is played by Miss Dietrich, the police and the elusive Todd. Romantically, there are also cross-currents involving Miss Wyman, Todd and Wilding.

There are qualifications to be made for the picture. Major among them is the fact that a running time of 110 minutes occasionally slows down the action. Also, there are sequences lacking wanting in logic.

Acting is first-rate all down the line, but it is Sim who is truly fascinating in his characterization, in which he helps bring the mystery to a solution. Miss Wyman makes a lovable heroine while Miss Dietrich is properly demure, sultry and the actress-vocalist. Wilding is suave and has female-appeal. Todd creates an ominous portrait as one who is restless and hunted. Camerawork is highly proficient and an added premium is provided by some eye-catching shots of London. Some of the random character sketches are superb. Whitfield Cook's humor-filled screenplay was based on Selwyn Jepson's novel.

Running time, 110 minutes. General audience classification. Release date, April 15.

MANDEL HERBSTMAN

ANSWER TO YOUR TECHNICAL PROBLEMS . . .



The
Altec
Service
Man

*The Altec
Service Man and
the organization
behind him*



161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

NEWS in Brief . . .

RICHARD MAYERS, former advertising-publicity director for William Goldman Theatre, Philadelphia, and more recently on the promotion staff of the National Foundation for Infantile Paralysis, has joined the Universal-International advertising staff in New York under Henry A. Linet on a special eight-week assignment on "Francis."

Kansas City, Feb. 22.—The Motion Picture Association of Kansas City has presented a check for \$14,435.60 to the Jackson County chapter of the National Foundation for Infantile Paralysis as the proceeds of collections at 30 local theatres and an additional check for \$560 as industry contributions. The presentation was made by Arthur Cole, chairman of the Association's charities and public welfare committee.

SAN FRANCISCO, Feb. 22.—Graham Kislingbury has been appointed to succeed Cliff Giesseman as division manager of Northcoast Theatres' houses in San Francisco, by Sherrill C. Corwin, the circuit's president. Kislingbury had been the circuit's ad-publicity director.

Kansas City, Feb. 22.—A spring meeting of the Kansas-Missouri Theatre Association has been scheduled for this city on March 28 by the board of directors, who met here yesterday.

HARTFORD, Feb. 22.—Plans to close the United Artists exchange at New Haven have been abandoned, and the exchange, managed by Ray Wylie, will continue to function.

NuScreen, NTS Close Distribution Deal

National Theatre Supply will handle world-wide sales and distribution of the new fiberglass Glascreen under a deal closed with Nu Screen Corp., manufacturer.

Herman Gluckman, Nu Screen president, revealed that in consequence of the deal he has doubled Nu Screen facilities in the company's factory at Albany, N. Y.

Fromer Opening Offices

Irving Fromer, for the past three years with James Nasser at General Service Studio in Hollywood, is re-entering the law business and will establish offices in New York. Fromer will devote a large portion of his time to representing independent producers on financial matters.

Drive Nets \$1,205,251

HOLLYWOOD, Feb. 22.—The fifth annual united appeal raised pledges totaling \$1,205,251, Y. Frank Freeman, chairman of the drive, reported yesterday. The amount is 30 per cent higher than last year's collection.

\$9,200 for 'Came Home'

"Three Came Home," 20th Century-Fox, grossed an estimated \$9,200 on its opening day, Tuesday, at the New York Astor Theatre, representing very strong business, particularly in view of frigid temperatures.

UK Censors Approve 581 Features in '49

LONDON, Feb. 22.—Annual review of the British Board of Film Censors for 1949 reveals that "A" certificates (admitting children to theatres only if accompanied by an adult) were issued to 301 features and 280 were given "U" certificates (universal exhibition).

The board rejected four unnamed films outright and six were looked upon as borderline cases, which means that special permits must be obtained from individual local authorities for their public exhibition.

UK Talks

(Continued from page 1)

due to the fact that any alteration in the quota must be announced by March 31 to become effective on Oct. 1, 1950," Commerce pointed out. "Before this announcement can be made on March 31, both the House of Commons and the House of Lords must pass the order which then requires the signature of the President of the Board of Trade."

Arnall, Truman Talk

(Continued from page 1)

in and fill him in on the international motion picture situation, and I flew up from Atlanta to see him and I am flying back right now," he said.

Ryan to Donahue & Coe

James F. Ryan, formerly with the Leo McGivern agency, has joined Donahue and Coe here as an executive.

**STICKUPS GET
MILLION CASH**

\$1,500,000 Halloween Stunt

3000 COPS HUNT BOSTON BANDIT

**Nine Gunmen
Miss Million**

IT'S HEADLINE HOT!

UNIVERSAL-INTERNATIONAL'S

OUTSIDE THE WALL

(The Story Behind a Million Dollar Robbery)

SETS AN

ALL-TIME

HOUSE RECORD

IN ITS PREMIERE OPENING AT

Warner Bros.

ALDINE THEATRE Phila.

**OUTSIDE
THE WALL**

**co-starring
RICHARD BASEHART
MARILYN MAXWELL
SIGNE HASSO
DOROTHY HART**

**Screenplay by CRANE WILBUR • Directed by CRANE WILBUR
Produced by AARON ROSENBERG**

U-I SHOWMANSHIP ALWAYS PAYS OFF



Arnall Has Hopes For Tax Reduction

Washington, Feb. 22.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, stated here yesterday he is "very hopeful" that the House Ways and Means Committee will recommend reduction of the Federal admission tax.

Tax Hearing

(Continued from page 1)

8,000 of our 18,000 theatres are hardship cases already," Sullivan told Rep. Simpson (D., Pa.)

After Sullivan and Myers finished their testimony and filed COMPO's 22-page statement for the record, at least five members of the Committee stated they felt the industry is entitled to tax relief.

The Committee finished hearing witnesses on excise taxes yesterday. It will hear witnesses on other subjects this week and next, and hopes to have its tax hearings finished by the end of next week. Members are hoping to have a tax bill reported out of committee shortly before the Easter recess early in April.

Myers and Sullivan, appearing on a day when 36 witnesses were to be heard on excise taxes, were limited by Chairman Doughton to 10 minutes of oral testimony each. This was followed by a brief question period.

Asks 'Press Freedom'

Myers said there were two major developments in the industry since its representatives last appeared before the Committee in 1947. These were, he said, the emergence of the industry as an "acknowledged part of the press," with freedoms guaranteed by the Constitution; and the development of television as "new, strong competition cutting materially into the motion picture business."

Sullivan declared that excise tax relief is necessary in view of current

Reviews

"The Kid from Texas"

(Universal-International)

THE QUESTION of whether the legendary "Billy the Kid" was just another bandit or a Robin Hood of the West is explored in "The Kid from Texas." Although no conclusive answer is provided, the Technicolor production does make a good, large-scale action thriller and customers who react to this type of entertainment should be more than pleased. Young war-hero Audie Murphy has the focal role of "Billy" and he portrays it with an easy-going restraint. Others in the cast include Gale Storm, Albert Dekker, Shepperd Strudwick and Will Geer.

The story presents "Billy" as a sensitive, introspective young man. One day while in the office of a friend, some gunmen enter and try to disarm "Billy." He whips out his gun, kills one thug and routs the others. Thus begins the reputation of "Billy." Presently Strudwick, a gentleman ranch owner, befriends the young drifter and gives him a job. All goes well until one day some gunmen come to the ranch and kill Strudwick. "Billy" vows revenge and thus begins his career of outlawry which grows steadily and inexorably until finally "Billy" meets his inevitable end at the hands of the law.

There is the usual action and visual excitement in the film, reaching a climax when "Billy" and some aides are trapped in a house to which a blazing torch is put. Miss Storm's role is slight as the lady who "Billy" worships from aside, although she is married to the conniving and cowardly Dekker. Geer and Martin Garralaga provide amusing touches as the nondescript aides of "Billy." Kurt Neumann directed from a screenplay by Robert Hardy Andrews and Karl Kamb. Paul short produced; George C. Bertholon was associate producer.

Running time, 78 minutes. General audience classification. For March release. M. H.

"The Vicious Years"

(Emerald—Film Classics)

A CURIOUS departure from the conventional, "The Vicious Years" suggests foreign origin rather than Hollywood where the film was made. Set in an impoverished Italian town in the post-war, it offers a strange tale about an uncouth, homeless boy who, having witnessed a murder, demands a place in the palatial home of the murderer's family as his price for silence.

"Vicious Years" sustains some interest but for want of more logic in overall plot development and individual story circumstances, shapes up as a mild offering, hardly enhanced by the fact that the performers, although competent, largely are not known.

The youngster who sees the murder committed is Tommy Cook. The murderer is Gar Moore and it is at the home of Moore's father, Eduard Franz, that Cook demands food and shelter. Eventually the original bitterness between Cook and Franze turns to a feeling of affection. However, Moore undertakes to kill the youth but is unsuccessful and is finally taken into custody for the murder which he had been trying to hide. The original story idea doubtless had possibilities. The results would have been far better if it were developed along more believable lines. Other cast members are Sybil Merritt, Marjorie Eaton, Anthony Ross, Myron Welton, Fred Gavlin and John Doucette. Robert Florey directed and Anson Bond produced. N. Richard Nash did the original story and screenplay.

Running time, 79 minutes. General audience classification. Release date, March 22. GENE ARNEEL

economic conditions. "We cannot excise tax ourselves into a prosperous economic situation," he said, adding that removal of the tax would create an expanding economy.

People today need an outlet for fears and worries, he told the Committee. Calling motion pictures "the greatest morale-building force we have in the nation," Sullivan stressed that there is an increasing need for films as "an outlet for tensions" and said that the industry wants to "continue being the poor man's entertainment."

Demands Equal Treatment

Sullivan told the Committee that the government now subsidizes the newspaper industry to the tune of \$225,000,000 a year through mail subsidies.

"The motion picture industry is the most over-taxed and the least subsidized of any form of communication," he declared. "We want equal treatment with the others."

Myers reported a gradual decline in theatre attendance over the past two years due to the admission tax. There has been a "very perceptible" decline in the past six months, he said, particularly in January of this year, during which there was an average nationwide drop of 20 to 25 per cent. He questioned the Treasury's

estimate of future admission tax revenue, stating that the industry "has failed to hold its share of the spending dollar year by year." He told the Committee that television is the "most serious competition" that has ever faced the industry because it comes at a time when "motion pictures no longer have novelty appeal."

MPA Group Meets on Tax

The Advertising-Publicity Directors Committee of the Motion Picture Association, meeting here Tuesday under the chairmanship of Max E. Youngstein, agreed to keep nation-wide interest focused on COMPO's campaign for a Federal admission tax reduction.

COLUMBUS, O., Feb. 20.—The 41 theatres in the new association of Columbus-Owned Theatres are campaigning to effect repeal of the Federal ticket tax, following their first meeting held here. They are seeking support of neighborhood business associations and newspapers, are using the anti-tax trailers and lobby displays, writing letters to Congressmen, having employes write letters and sending the public's signed protest cards to Washington.

Strike 6 Key D. C. Theatres

WASHINGTON, Feb. 22.—Six key Washington theatres are "open and warm" despite a strike by operating engineers for higher wages. The six are the Capitol and Palace, Loew's downtown showcases; Trax-Lux and Tivoli, and the Warner (S. V. Metropolitan of the Warner circuit).

The strike began at midnight Tuesday. A. Julian Brylawski, head of the Motion Picture Theatre Owners of Metropolitan Washington, said it was "unauthorized, unnecessary and unwarranted." He said the MPTO wage committee had offered Local No. 99 of the International Union of Operating Engineers "what we considered a most fair rate of increase." However, he continued, the union demanded increases up to 42 per cent.

Crisp Files Counter Claim on Nassours

HOLLYWOOD, Feb. 22.—Donald Crisp, actor, has filed a cross-complaint against William and Edward Nassour seeking recovery of \$150,000 assertedly loaned to them Feb. 7, 1949, plus interest and attorney's fees. In a separate suit Crisp asked the recovery of \$90,114.84 as the unpaid balance of another loan made March 15, 1948.

The cross-complaint, in which Crisp charges intent to defraud, is in answer to the suit filed earlier by the Nassours asking declaratory relief from Crisp in connection with the loan, which Crisp states was advanced to enable the Nassours to complete "Africa Screams" and to carry on the operation of the Nassour Studios.

'Buccaneer' Opens Mar. 1

"Buccaneer's Girl," Universal-International production, in Technicolor, will have its world premiere at the RKO Memorial Theatre in Boston next Wednesday. John McGrail, special exploitation representative, is handling the campaign.

Equipment Exports

(Continued from page 1)

and practically all equipment shipments were well below 1948 levels, and even more sharply below the record levels of 1947.

During 1949, 283,674,453 feet of exposed feature film, nominally valued at \$8,548,716, was sent abroad, compared with 294,677,542 feet, nominally valued at \$8,511,454, in 1948, and 311,240,153 feet, valued at \$8,520,258 in 1947. Prices in most cases have gone up, so that even though the number of feet dropped in 1949, dollar value was still above 1948.

Rawstock shipments of all types dropped from 454,905,051 feet, valued at \$6,781,822 in 1947, and 383,482,225 feet, valued at \$6,653,873 in 1948 to \$366,907,461 feet, valued at \$6,541,816.

Phonevision Tests

(Continued from page 1)

FCC's order approving the tests; when the telephone company sets up installations; rebuilding of the Zenith experimental station, and sufficient product for the 90-day tests.



have your customers wear old clothes for rollin' in the aisles...when they see

"THE GREAT RUPERT"

An Eagle Lion Films Release

NEW YORK TIMES FEB. 15, 1950

'KING'S MEN' TOPS 'OSCAR' NOMINEES

Film Selected for Honors in
Several Categories

NOMINATED FOR ACADEMY AWARDS:

Best motion picture, "All The King's Men"

Best direction, Robert Rossen ("All The King's Men")

Best screenplay, Robert Rossen ("All The King's Men")

Best performance by actor, Broderick Crawford ("All The King's Men")

Best performance by supporting actress, Mercedes McCambridge ("All The King's Men")

Best performance by supporting actor, John Ireland ("All The King's Men")

Best film editing, Robert Parrish and Al Clark ("All The King's Men")

COLUMBIA PICTURES presents

ROBERT ROSSEN'S PRODUCTION

of

ALL THE KING'S MEN

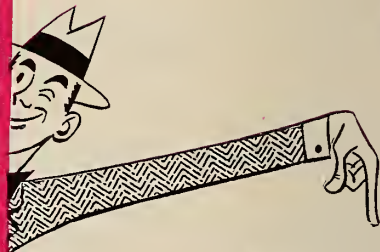
Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren

with Broderick CRAWFORD · Joanne DRU · John IRELAND · John DEREK · Mercedes McCAMBRIDGE

Written for the Screen and Directed by ROBERT ROSSEN



What an Easter Package!



BETTY GRABLE
(Your #1 Boxoffice Gal)
ALL WRAPPED
UP WITH VICTOR
MATURE, PHIL
HARRIS, TECHNI-
COLOR, IN THE
YEAR'S LUSTIEST,
BRIGHTEST, FAST-
EST MUSICAL,
"WABASH
AVENUE"!

20
CENTURY-FOX

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 67. NO. 37

NEW YORK, U.S.A., FRIDAY, FEBRUARY 24, 1950

TEN CENTS

N. Y. Theatres Escape Order To Shut Down

**State Told 87% Don't
Burn Coal; Will Check**

ALBANY, N. Y., Feb. 23.—A committee representing 1,250 theatres in New York State received virtual assurance yesterday from State Solid Fuels Administrator Bertam D. Tallamy that the houses would be permitted to remain open if Public Works Department engineers, upon checking, find correct the committee's figures that 87 per cent of the theatres are not heated with coal.

The committee volunteered to release theatre coal stocks to other users and to reduce theatre temperatures if necessary, so long as they are allowed to remain open.

The committee that conferred with Tallamy included Joseph Vogel, Metropolitan Motion Picture Theatres

(Continued on page 5)

Metropolitan Stock Action by RKO Is Put Off to March 6

RKO yesterday was given until March 6 to decide on a plan for divesting its one-sixth stock ownership in Metropolitan Playhouses, New York circuit, as called for in the company's amended consent decree in the industry anti-trust suit. Representing another of several postponements, the deadline previously had been set for today.

Indications have been that RKO

(Continued on page 4)

\$2½-Million 'Samson' Gross in 37 Houses

Cecil B. DeMille's "Samson and Delilah" has grossed more than \$2,500,000 in its first 37 pre-release engagements within a period of 10 weeks, according to A. W. Schwalberg, Paramount distribution chief. He said that since the premiere of the film at the Paramount and Rivoli Theatres here on Dec. 21 it has set records in every situation played.

New pre-release engagements have been set, Schwalberg reported, at the Riviera, Scranton; Strand, Albany; Avon, Utica, and Princess, Toledo,

(Continued on page 2)

Ask New York State to Levy Taxes On Admissions and Gross Receipts

ALBANY, N. Y., Feb. 23.—Five per cent admission tax, a gross receipts tax and other special permissive levies authorized for all counties in New York and for cities of over 25,000 population are proposed in a bill introduced by Senator Chauncey Hammond, and Assemblyman Leo Noonan. The measure has the support of the Empire State Association of Commerce.

Gov. Dewey advocated the enforcement of a 1947 statute permitting a series of special taxes for all counties and for cities of 100,000 or more including a group for New York City. Theatre interests unsuccessfully opposed the bill then. In 1948 the law was amended to permit cities of 25,000 or more of population to levy such taxes.

Binghamton is now collecting a five per cent admission levy. Monroe County, including Rochester, voted a gross receipts tax, which affects theatres. Erie County, including Buffalo, has been collecting a two per cent sales tax since 1947. Syracuse also started such a tax, later cutting it to one per cent and finally repealing it.

Drive-In, Regular Operators Cope with Mutual Problems

KANSAS CITY, Feb. 23.—Forty operators and managers of drive-ins and 40 men planning to open drive-ins soon, plus 40 other theatre operators attended a drive-in conference at the Hotel Phillips here yesterday, sponsored by the Kansas-Missouri Theatre Association. Dale Danielson, president of KMTA, presided, and C. E. Cook, chairman of the association's drive-in committee, conducted the forum, in which many discussed their experiences following a program of speakers.

The importance of mutual discussions between drive-in and regular theatre operators was emphasized, to work out together matters which might bring a conflict otherwise, and to make a common cause of some problems.

William Flynn advised that drive-

(Continued on page 4)

'IA' Moves to Invade Sopeg

IATSE yesterday displayed unmistakable evidence of its intention to again invade the ranks of the Screen Office and Professional Employees Guild now that the United Office and Professional Workers of America, of which SOPEG is a part, has been expelled from the CIO.

In a circular distributed to SOPEG members, "IA" Motion Picture Home Office Employees Local No. H-63 yesterday urged them to sever their SOPEG ties and join Local No. H-63

"in bringing together all office em-

(Continued on page 4)

SEE SELMER CHALIF IN BAGNALL'S POST; UA MAY MOVE TO MPC

Ball Before Supreme Court on Appeal

WASHINGTON, Feb. 23.—Harry Norman Ball, of the Penn Theatre, Ambridge, Pa., told the U. S. Supreme Court today that its decisions in the Paramount, Schine and Griffith cases sustained his anti-trust case against four major distributors.

Ball made this statement in a brief asking the Supreme Court not to review a decision of the Third Circuit Court of Appeals upholding his suit. The Circuit Court had reversed a

(Continued on page 4)

HOLLYWOOD, Feb. 23.—Gradwell Sears, United Artists president, today accepted the recently-tendered resignation of George Bagnall as production vice-president, which apparently will become effective immediately.

Although an official announcement is not yet forthcoming, it is believed that Selmer Chalif, who has been functioning in a similar capacity as Sears' representative here, will take over Bagnall's duties, with or without the vice-presidential title.

It is also believed the company will move its Hollywood headquarters

(Continued on page 2)

House Group To Get 8,000 Hard-hit Cases

**COMPO Aims to Follow
Up Tax Cut in Congress**

WASHINGTON, Feb. 23.—The industry will attempt to put before House Ways and Means Committee members detailed information on the 8,000 exhibitor "hardship cases" which figured in this week's testimony by representatives of the Council of Motion Picture Organizations.

On Tuesday, Abram F. Myers and Gael Sullivan asked the committee to repeal the 20 per cent admission tax. They stressed the decline in business and in answer to questioning by Committee members, Sullivan said that 8,000 of the nation's theatres could already be considered "hardship cases."

Myers revealed today that COMPO's tax experts think the Ways and Means Committee showed enough in-

(Continued on page 5)

See UK Elections Expediting Talks On Monetary Pact

LONDON, Feb. 23.—Victory for the Labor government, indicated tonight as the counting of ballots was suspended until tomorrow, will make possible earlier negotiations with representatives of the American motion picture industry on the Anglo-U. S. remittance agreement.

The election's probable outcome also increases the likelihood of the new quota being set at 30 per cent, as

(Continued on page 4)

20th, Warner Sound Out U. S. on Decree

WASHINGTON, Feb. 23.—Both Warners and 20th Century-Fox have sounded out the Justice Department on resuming consent decree negotiations in the industry anti-trust case, and talks with both companies are expected to reopen soon.

Justice Department officials said that Warners and 20th-Fox representatives have been here several times recently "talking generally about the situation" but that no concrete proposals had been made yet for either firm since the New York decree was handed down on Feb. 8.

NEWS in Brief . . .

FRED SANDY, veteran of 30 years in film distribution in Washington, has been appointed sales representative for Motion Picture Sales Corp. in that territory.

Hollywood, Feb. 23.—The trial of the Conference of Studio Unions' suit against the majors and IATSE seeking approximately \$47,000,000 on the charge of conspiracy assertedly entered into in June, 1946, scheduled for today, was put over until tomorrow by Federal Judge William C. Mathes on his own motion, with the indication that it will be continued until next week.

CHICAGO, Feb. 23.—Harry Walders has been named Chicago branch manager for United Artists, succeeding Nat Nathanson.

Hollywood, Feb. 23.—Fred Beeson, retired executive vice-president of the Association of Motion Picture Producers will take active part in work conducted by the AMPP studio publicity directors committee, it was announced following a committee meeting today at which Al Horwitz was elected to succeed incumbent committee chairman Norman Siegel in August.

NEW ORLEANS, Feb. 23.—William A. Briant, salesman for the 20th Century-Fox branch here, has been appointed branch manager, effective today. Briant replaces Mark Sheridan, Jr.

MINNEAPOLIS, Feb. 23.—The convention dates of North Central Allied have been changed from April 3 and 4 to April 4 and 5, with Hollywood producer Robert L. Lippert added to the speakers' list.

Joseph L. Aller, 67, Film 'Lab' Executive

HOLLYWOOD, Feb. 23.—Private funeral services were held here today for Joseph L. Aller, 67, pioneer film laboratory executive, who died Tuesday following a heart attack. Aller headed the D. W. Griffith laboratory in the East in 1909, then established the Standard Laboratory at Triangle studio here, and later became a partner in the Rothacker-Aller Laboratory.

Max Leventhal, 69

Services were held at the Riverside Chapel here on Wednesday for Max Leventhal, 69, operator of the Rio Theatre, Brooklyn, who died in Florida on Monday. A veteran in exhibition, Leventhal had been identified with various theatres in this area for some 40 years.

Marion Coles, 58

BOSTON, Feb. 23.—Marion Coles, 58, since 1933 a director and treasurer of New England Theatres Corp., died Tuesday night at his home here. Coles became associated with Paramount in Atlanta in 1918.

Personal Mention

NATE J. BLUMBERG, Universal president, will return here from the Coast March 5.

NUNNALLY JOHNSON and Mrs. JOHNSON, JEAN NEGULESCU and Mrs. NEGULESCU, BADEN P. WEIL and N. H. BRONSTEN, executives of Independent Sovereign Films, are among the passengers who sailed from here yesterday for England on the S. S. *Queen Elizabeth*.

SID GRAUMAN, veteran Hollywood showman, has entered the Cedars of Lebanon Hospital there for a rest treatment.

JACK FULD has been appointed manager of the New York Variety club rooms in the Hotel Astor.

CLIFF ALMY, Warner supervisor for the Philippine Islands, is en route to Manila on the S. S. *President Wilson*.

HUGH OWEN, Paramount's Eastern and Southern division manager is in Atlanta and will go to New Orleans next week, returning to New York March 6.

MAXWELL HAMILTON, editor of *Motion Picture Magazine*, has resigned as chairman of the motion picture committee of the Disabled American Veterans Service Foundation.

WILLIAM PINE was discharged yesterday from St. John's Hospital, Santa Monica, Cal.

HAROLD MIRISCH, Monogram vice-president, left Hollywood last night for a two-week stay in New York.

LEO JAFFE, Columbia assistant treasurer, and Mrs. JAFFE are the parents of a daughter, **ANDREA SUE**, born Saturday at Fitch's Sanitarium, Bronx.

Cardinal at Dinner For Louis B. Mayer

Francis Cardinal Spellman and Henry Ford II are among those who will attend the 55th anniversary dinner of the Jewish War Veterans honoring Louis B. Mayer, it was announced by Eric Johnston, chairman of the event. The dinner has been scheduled for April 12 at the Waldorf-Astoria.

Mayer is to be awarded the JWV "Gold Medal of Merit" for "distinguished contributions to world understanding of America and the American way of life."

Technicolor Board Silent on Decree

Technicolor's board met here yesterday to vote on ratification of the terms of the consent decree tentatively agreed upon in settlement of the government anti-trust suit against the company, but declined to issue a statement following the meeting.

The case is scheduled to come up for hearing today in Los Angeles Federal Court.

20th Retires Shares

ALBANY, N. Y., Feb. 23.—Twentieth Century-Fox has amended its certificate of incorporation here with the notice of a stock redemption of 4,777 shares, reducing the total to 4,674,569, in line with the policy of the company.

Chalif in UA Post

(Continued from page 1)

from the General Service Studio to the Motion Picture Center studio.

Sears, executive vice-president Arthur W. Kelly and board member Vitalis Chalif, who arrived here today from New York, were in conference late this afternoon on undivulged matters which are expected, however, to have important bearing on the company's future plans. It is reliably understood that sale of the company is not under contemplation, however.

Cites 'Francis' Gross Records at Openings

Universal-International reported here yesterday that "Francis," which opened in key situations from Coast-to-Coast on Washington's Birthday, set new all-time opening day records in a number of engagements.

It is understood that grosses in some of the situations were as follows: Denver, two days, \$9,002; Salt Lake City, two days, \$6,320; San Francisco, one day, \$6,061; Oakland, one day, \$5,143; Norfolk, one day, \$2,013; Buffalo, one day, \$3,049; Allentown, one day, \$992; Philadelphia, one day, \$4,005.

'Samson' Gross

(Continued from page 1)

March 1; Palace, Jamestown, N. Y.; March 2; Warner, Erie, Pa.; Loew's State, Arkon; State, Waterbury, Conn., March 4.

CHICAGO, Feb. 23.—Federal Judge Michael Igoe today set March 1 to hear Paramount's petition seeking an extended Loop run for "Samson and Delilah." The petition stipulates that the picture will be offered to all Loop theatres under bidding.

"Samson and Delilah" will play release engagements in all Fox West Coast key situations in addition to Fox key houses in the St. Louis, Salt Lake City, Kansas City and Denver territories.

\$8,450 for 'Cinderella'

CHICAGO, Feb. 23.—Walt Disney's "Cinderella" has established a new all-time record at the RKO Palace here, where it opened yesterday with the largest gross in the theatre's history, an estimated \$8,450, according to RKO here, as Chicago experienced its heaviest blizzard of the year.

MPTOOG Meet May 15-16

ATLANTA, Feb. 23.—Annual convention of the Motion Picture Theatre Owners and Operators of Georgia will be held here May 15-16.

Weather Hits B'way Grosses

Sleet and hazardous traveling conditions yesterday added further to the box-office sluggishness in the Broadway first-run area. Business has been off abnormally for the past two weeks but some prosperity has been anticipated from the holiday on Wednesday.

Theatremen said the continuing coal-conserving dimout of theatre-front lighting and the beginning of the Lenten season Wednesday undoubtedly account for some of the slump. They added, however, that the weather was primarily responsible for the sharp business decline yesterday.

The Wednesday holiday take generally was fair until five P.M. but with a few exceptions the evening trade was down considerably.

Buys Warner Building

KENOSHA, Wis., Feb. 23.—Standard Theatres, operators of the Kenosha Theatre here for several years, has bought the property from Warner Brothers.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Marlene Michael Richard
WYMAN DIETRICH WILDING TODD
in Alfred Hitchcock's
"STAGE FRIGHT"
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

ROBERT CUMMINGS
LIZABETH SCOTT DIANA LYNN
in HAL WALLIS' production
"Paid in Full"
with EVE ARDEN • A Paramount Picture
PARAMOUNT TIMES SQUARE
Midnight Feature
Nightly

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
BETTY LAMARR • VICTOR MATTHE • GEORGE SANDERS
ANGELA LANSDOWN • HENRY WILCOXON
See the destruction of the Temple on the MAGIC CYCLOPAMIC SCREEN!
RIVOLI 8 WAY AT 4PM-5P

"THREE CAME HOME"
starring
CLAUDETTE COLBERT
ASTOR Broadway & 45th
Late Shows Nightly
Continuous Performances
A 20th Century-Fox Picture

"WHEN WILLIE COMES MARCHING HOME"
A 20th Century-Fox Picture
Starring
DAN CORRIE COLLEEN
DAILEY - CALVET - TOWNSEND
On Stage-ALLAN JONES
BETTY & JEAN KEAN - BERRY BROTHERS
ROXY 7th Ave. & 50th St.

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HERE'S WHAT HAPPENS BEFORE YOUR M-G-M SALESMAN ARRIVES!

That MGM Consistency

THE MATTER of consistency in promotion is one which many in the trade are often liable to overlook as they become impressed with showmanship bombasts which also have the same purpose, stirring up enthusiasm, and aiding pictures to register where they count the most, at the boxoffice.

AND, in the matter of consistency, MGM has an especially attractive record. Month after month, MGM carries its "Lion's Roar" and "Picture of the Month" columns in top national magazines with multi-million circulation. MGM also has secured preferred positions next to the editorial page. Established surveys prove the MGM idea is tops. Month after month, likewise, MGM two color ads have preferred spots in fan magazines.

FURTHERMORE, in the radio division, MGM has adhered to a policy of national space, carefully selected and reserved, with many adjacent to big national radio programs. The company points to the fact that it has 371 broadcasts with fixed position over 92 radio stations in over 74 key cities in addition to whatever extra radio time is decided upon on individual pictures.

IN ADDITION, MGM runs teaser ads throughout the country in key cities, and there have been consistent campaigns in general magazines.

THIS is truly national saturation, and undoubtedly has proved a potent reason for the consistency of MGM pictures at the box-office. It also is a definite asset to the company's salesmen, who can use the information outlined above in trying to get the terms MGM expects.

IN THE TRADEPAPERS, the MGM pattern is familiar, established, and potent.

SUMMING UP, then, MGM has established a policy, and has stuck to it. It is one which the record proves is most successful.

P. S. to
Mr. Emanuel:—

**"AND ONLY
ONE
COMPANY
DOES IT!"**

**EDITORIAL in THE
EXHIBITOR**
(Issue FEB. 8, 1950)

CONSISTENT PROMOTION MAKES M-G-M's BIG ONES BIGGER!

"Battleground" • * "On The Town" • "Adam's Rib" • "Malaya" • "Ambush" • "East Side, West Side" • * "That Forsyte Woman" • * "Nancy Goes To Rio" • "Black Hand" • "The Yellow Cab Man" • "Key To The City" • * "The Outriders" • "The Reformer and the Redhead" • "The Big Hangover" • "Stars In My Crown" • * "Annie Get Your Gun" and MORE.

*Pictures with asterisk are Technicolor

See Resumption of NEFC Activities

Final stock-subscription activities on National Exhibitors Film Co. is expected to be speeded next week when Si Fabian, president, and Sam Pinanski, treasurer, wind up Florida vacations. Both are due here on Monday.

NEFC will launch its production financing program when its initial capitalization goal of \$2,000,000 is reached. The company reportedly hopes to achieve this within a couple of months.

Allied Files for Theatre TV Hearing

WASHINGTON, Feb. 23.—Allied States today filed formal notice with the Federal Communications Commission of its intention to appear at the theatre television hearings.

The petition, filed on behalf of 20 Allied regional units as well as the national association, was signed by Abram F. Myers, Allied's general counsel, and John Clagett and Harold Schilz, partners in the radio-motion picture law firm of the same name. Allied at its recent board meeting voted to retain trained radio lawyers to help out on the theatre TV presentation.

Meanwhile, three more Theatre Owners of America organizations also notified the FCC that they will appear in the hearings. They are: Wometco Circuit, Miami, Fla.; Metropolitan Motion Picture Theatres Association, New York, and Lockwood and Gordon Enterprises, Boston.

Chicago Exhibitors to View New TV Show

CHICAGO, Feb. 23.—Circuit heads and independent executives here have been invited to attend a demonstration, on Saturday at NBC's Studebaker Theatre, of a new theatre television package plan being distributed by Cinephone Theatre Television Corp., headed by Perc Havill, manager of Today Theatre, Chicago, and William Dassow, formerly of National Theatre Supply.

The plan is said to be designed to "hypo" midweek theatre business and is intended for a 26-week lease to theatres, with Cinephone supplying the TV equipment and "live shows as a package," at a rental ranging from \$85 to \$100 per day.

81% of Old Para. Shares Exchanged

As of Feb. 8, 81.34 per cent of the common stock of Paramount Pictures, had been submitted for exchange for proportionate shares in the two new Paramount companies, stockholders were informed by management in a pamphlet issued yesterday. The pamphlet poses questions and furnishes answers relating to the mechanics involved in the stock transfers.

Review

"A Woman of Distinction"

(Columbia)

Hollywood, Feb. 23

ROSALIND RUSSELL and Ray Milland, an extraordinarily congenial co-starring tandem, score resoundingly in this remarkably successful blending of mental and manual comedy. Portraying, respectively, a college dean and a famous astronomer, their dialogue is impeccably high-level throughout a succession of events ranging from sheerly intellectual conflict to purest Mack Sennett. Fast, funny and unfamiliar, the picture rocked with laughter an unprepared audience at the Pantages Theatre here on a cold, damp Monday night. It figures to satisfy as well, and probably more so, any audience, anywhere anytime.

Production by Buddy Adler, direction by Edward Buzzell and the script by Charles Hoffman combine in utter unity to demonstrate again the singularly distinctive Columbia command of light comedy values. Down the years, Miss Russell has prospered exhibitors often in this type of film from that studio. This time, with Ray Milland alongside and with Edmund Gwenn heading a large and capable supporting cast, she sets a new high. The picture rates top time and plenty of it.

The story, as in all such cases, is better seen than told. Miss Russell plays a college dean, distinguished by a long record of scholastic achievements and by a notable war record, who has declared for national publication that her career does not allow time for romance. Milland plays a British astronomer, visiting America on a lecture tour, who seeks her out to deliver mementos given him by a dying French soldier whom he believes to have been her sweetheart. An over-imaginative press agent and some eager reporters misinterpret the Russell-Milland relationship in a manner embarrassing to both, and their efforts to clarify the situation backfire even more embarrassingly. The complications resist capsule chronicling. The sum of them is irresistibly amusing.

Running time, 85 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

FCC Views Three TV Color Systems

WASHINGTON, Feb. 23.—Federal Communications commissioners saw a comparative demonstration of three-color television systems this morning. Observers generally rated the CBS and RCA demonstrations as "good" and that of Color Television, Inc. as "not too bad."

Color television hearings are scheduled to resume before the Commission on Feb. 27, to continue on and off through March, the FCC said today.

Drive-In, Regular

(Continued from page 1)

in lighting should include neons at concessions to avoid distraction from the picture. Glen A. Cooper stressed the importance of having a compact base and suggested ways of producing both a base and surfacing suitable to the locality, while others said weed control is a troublesome problem. Beverly Miller suggested the use of the terms "Snack Bar," "Snack Shack" or "Chuck Wagon," on the ground that "concession" is a misnomer. Finton Jones urged a study of insurance ratings and state laws before building to be aware of possible rate benefits and liabilities.

Others told of the importance of helping highway boards and patrol personnel to understand drive-in operations.

RKO, Metropolitan

(Continued from page 1)

planned to ask the New York supreme court to appoint a trustee for the stock. However, the new postponement is taken to mean the company may have another plan in mind.

Although a suit has been filed asking the court to order dissolution of the RKO-Skouras partnership, it is believed that an out-of-court settlement is pending which might be linked to the Metropolitan split-up.

Girl Scouts' Film Premiere March 10

Members of the board of the Girl Scouts will go to New Bedford, Mass., on Friday, March 10, for the world premiere of Warner's new Technicolor two-reeler, "Women of Tomorrow," produced by Warners. It will be released following the premiere as a salute to the 38th birthday of the organization.

'IA,' Sopeg Move

(Continued from page 1)

ployees of motion picture and theatre companies in one union so that that union may stand before the employer and demand decent wages and working conditions for all its members."

In National Labor Relations Board elections during the past two years, H-63 succeeded in winning away from SOPEG the units at United Artists, Republic and Paramount International. Present major SOPEG units are located at Paramount, Loew's and RKO Radio. Other H-63 strongholds are at Warners, Universal-International and Pathe Laboratories.

Court Hears Ball

(Continued from page 1)

District Court decision in favor of the distributors. The distributors then appealed to the Supreme Court.

The Ball brief declared that "any doubt as to the right of an exhibitor under circumstances of the present case has been laid to rest by the decision of this court in the Paramount, Schine and Griffith cases." The lower court was wrong, the brief said, when it called the action of the conspirators in keeping product from Ball's theatre "an amazing coincidence."

Defendants are: Paramount, Pennware Theatre Corp., A. N. Notopoulos, RKO Radio, Loew's, 20th Century-Fox and Paramount.

Another Trust Suit Filed in Cleveland

Cleveland, Feb. 23.—An anti-trust suit has been filed in Federal Court here by the Maumee Theatre of Maumee, Ohio, seeking a 28-day clearance over Toledo first-runs to play concurrently with Toledo first-run neighborhoods, naming all major distributors.

This is the second trust suit filed here recently, distributors having been named previously by Horace Abrams.

UK Elections

(Continued from page 1)

recommended last week by the government-appointed Films Council. In addition, it increases the chances of government financing for independent producers being continued through the Film Finance Corp.

A Conservative victory at the polls would have necessitated formation of a new government and, until some time after that had been accomplished, the scheduled review of the Anglo-U. S. monetary agreement could not have been held. If the Labor government continues in power, as likely, it is assumed that Sir Stafford Cripps, Chancellor of the Exchequer, and Harold Wilson, president of the Board of Trade, will continue in their posts and arrangements for meeting the American industry representatives on the remittance pact talks will go forward promptly. There is believed to be a good likelihood of the meeting being held here in March.

Tax Relief Unlikely

The possibility of admission tax relief here is not improved by the tide of voting. The Labor government is not unsympathetic to the exhibitors' plight, but any measure reducing government revenue faces a stiff battle.

If a considerable reduction of the entertainment tax is not forthcoming, J. Arthur Rank has stated that he might discontinue production after next June. The Rank organization is known to have felt that chances of a tax reduction would have been improved by a Conservative victory at the polls. Rank's advisors in any event are now looking for Denham and Pinewood studios to be kept going either with productions whose end-money has been met by Film Finance Corp. against a distribution contract from Rank's General Film Distributors, or with films partly financed by American interests.

May End Rank Production

The election may well be taken as the end of Rank's own great production adventure, however.

Internally, the election continues the possibility, however remote and however emphatically disavowed by the Labor government, of nationalization of the British film industry. There is no immediate likelihood of that now but future developments could alter the situation.

The election also increases the chances of significant action being taken on the Plant Committee's report calling for radical changes in industry operations, including even the divorcement of production-distribution from exhibition.

8,000 Cases

(Continued from page 1)

terest in this situation for the industry to do a follow-up job and fill in the details. He said his office would get right down to collecting statistics on how bad business actually is at individual theatres and will attempt to get these details. House Committee members before the Committee goes into executive session on its tax bill about March 6.

The information can also be used in contacting Congressmen who are not Committee members but must vote on the bill when it reaches the House floor, and in preparing the statement which the industry will make to the Senate Finance Committee when the tax bill moves on to the upper House, Myers pointed out.

The general industry drive to repeal the tax must continue full blast and not let up because the COMPO representatives have already testified, Myers declared. He said COMPO would send out bulletins to the various regions asking them to "hold together and keep the drive alive."

NYC Congressmen 100% Against Tax

Congressmen from the Metropolitan New York area are solidly behind the industry's effort to secure repeal of the Federal 20 per cent admission tax. All 26 of the U. S. representatives from the area have declared themselves unqualifiedly in support in letters addressed to the Metropolitan Motion Picture Theatres and Independent Theatre Owners associations.

The associations declared jointly yesterday that "in justice to these legislators posters are being set up in all theatre lobbies in the area informing patrons of the support of their Congressmen and expressing the thanks of exhibitors and patrons to the Congressmen named in the poster." More than 600 such posters will be made.

Don't Relax Fight On Tax, TOA Urges

Theatre Owners of America in a special organization bulletin yesterday urged members to "Keep up the fight . . . for outright repeal and not merely a reduction in the Federal admission taxes." The notice stresses that the excise repeal bill is still to be written and urges every theatremen who has not done so already to contact his Congressman. "Our prospects are bright but keep plugging," is the tenor of the bulletin.

Redbook Award to Zanuck, 20th-Fox

Hollywood, Feb. 23.—Darryl F. Zanuck and the 20th Century-Fox studio today received *Redbook* magazine's award for the production of outstanding films during 1949, the first time the award has been given to a studio rather than to a single picture.

Classing "12 O'Clock High" and "Pinky" as "memorable classics," the award cited the studio and its production chief for "one full year of pictures, all outstanding entertainment, all of exceptional artistic merit." Formal presentation will be made on March 2.

'King's Men' Tops Newsmen Awards

HOLLYWOOD, Feb. 23.—Columbia's "All the King's Men" was the winner of the Hollywood Foreign Correspondents Association's eighth annual awards, presented tonight before 700 guests at a banquet at the Ambassador Hotel. In addition to being named the best picture, the film won Robert Rossen the best director award, Broderick Crawford the best actor award, and Mercedes McCambridge the best supporting actress and best feminine newcomer awards.

N. Y. Theatres

(Continued from page 1)

Association vice-president; Harry Brandt, president of the Independent Theatre Owners Association; Benjamin Fielding, Loew's executive; Robert Dowling, president of City Investing Co., and Brock Pemberton, president of the League of New York Theatres.

Meanwhile, dwindling coal supplies have brought enactment of additional emergency measures in seven states. Virginia has joined New York, Massachusetts, Pennsylvania, Minnesota, Ohio and Illinois as areas where the tight supply of coal has brought rationing, dimouts and other official measures.

There have been no reports of theatre closings, although in many sections of the states named schools and industries have shut down.

22 Washington Theatres Fall Under Fuel Committee Edict

WASHINGTON, Feb. 23.—The District Fuel Coordinating Committee has stopped all soft coal deliveries for local bidders. A. Julian Brylawski, president of the Washington Motion Picture Theatre Owners Association, says the order would cause trouble right now for only a few theatres. He estimated that about one-third of the District's 66 theatres burn coal and that most of them could use hard as well as soft coal. If today's order causes a run on hard coal, Brylawski said, the situation may become serious.

Lose \$500 of \$1,700 Haul

TROY, N. Y., Feb. 23.—Two robbers who held up the box-office of Proctor's Theatre here dropped \$500 of their \$1,700 haul when Thomas Hughes, theatre doorman, pursued them.

ON NEWSSTANDS
Today

LIBBY'S Pineapple Cake
movies
SONNY BEATS MOM
McCall's
MARCH 1950
25 Cents
McCall's
Grow slim
in one day
family-style
10-day diet

FRANKIE McKEE ROBINS reviews the MOVIES for

4,000,000 McCall's families

★ Twelve O'Clock High 20th-CENTURY FOX

Stars: GREGORY PECK, HUGH MARLOWE, DEAN JAGGER, GARRY MERRILL, MILLARD MITCHELL

Produced by: DARRYL F. ZANUCK Directed by: HENRY KING

★ Sands of Iwo Jima REPUBLIC PICTURES

Stars: JOHN WAYNE, JOHN AGAR, FORREST TUCKER, ADELE MARA

Associate Producer: EDMUND GRAINGER Directed by: ALLAN DAWN

★ When Willie Comes Marching Home . 20th-CENTURY FOX

Stars: DAN DAILEY, CORINNE CALVET, COLLEEN TOWNSEND

Produced by: FRED KOHLMAR Directed by: JOHN FORD

★ Young Man With a Horn WARNER BROTHERS

Stars: KIRK DOUGLAS, LAUREN BACALL

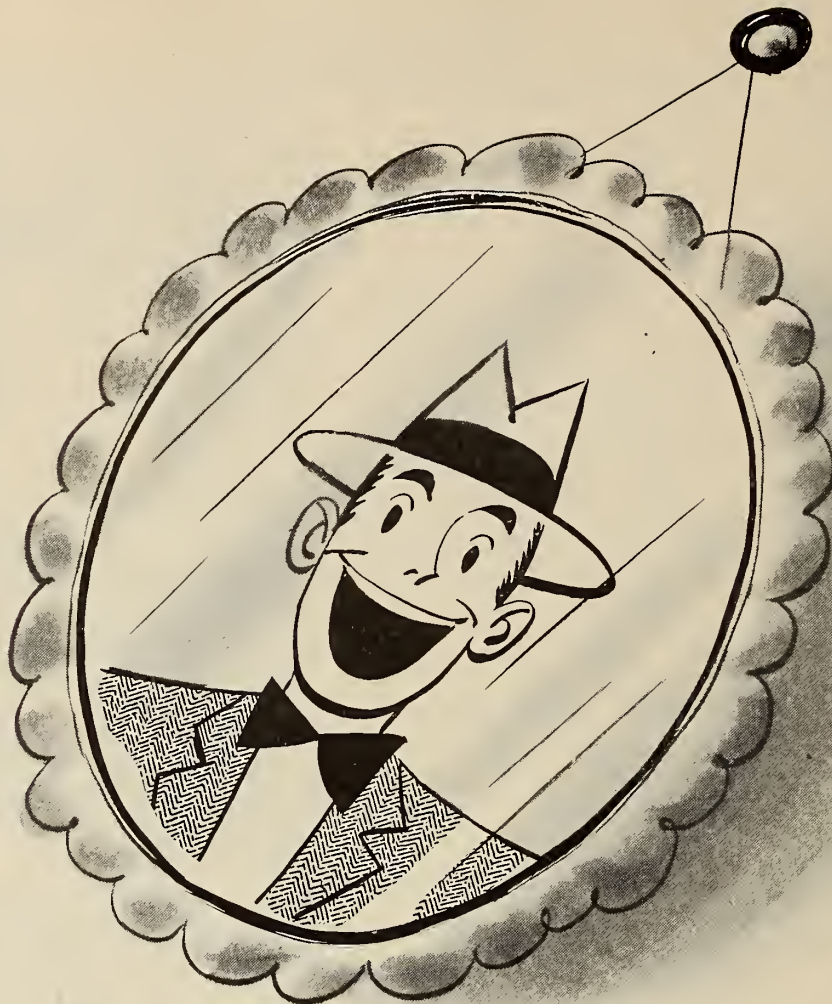
Produced by: JERRY WALD Directed by: MICHAEL CURTIZ

NO OTHER PUBLICATION in the field has so consistently, year after year, recognized the importance of the motion picture industry to its millions of movie-going readers.

McCall's

230 PARK AVENUE
NEW YORK 17, N. Y.

KEEP YOUR EYE ON...
Damon Runyon's
"JOHNNY ONE-EYE"
Produced by Benedict Bogeaus
thru U.A.



*Mirror, Mirror, on the Wall
Who's the FAIREST of Them All?...*

"20th IS FAIREST!"

—Allied Theatres of Michigan Poll

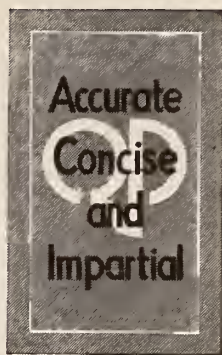
and the Fairest Company of Them All delivers not just words BUT...

PRINCE OF FOXES • TWELVE O'CLOCK HIGH • WHIRLPOOL
DANCING IN THE DARK, *Technicolor* • WHEN WILLIE COMES
MARCHING HOME • MOTHER DIDN'T TELL ME • THREE CAME
HOME • OH, YOU BEAUTIFUL DOLL, *Technicolor* • I WAS A MALE
WAR BRIDE • WABASH AVENUE, *Technicolor* • DAKOTA LIL, *Cinecolor*
UNDER MY SKIN • CHEAPER BY THE DOZEN, *Technicolor* • PINKY

There's No Business Like **20** Business
CENTURY-FOX



MOTION PICTURE DAILY



VOL. 67. NO. 38

NEW YORK, U. S. A., MONDAY, FEBRUARY 27, 1950

TEN CENTS

Grant Loew's 90-day Stay on Divorcement

Will Ask Its Extension Until Appeal Is Decided

The U. S. Statutory Court on Friday granted Loew's application for a 60-day stay of operation of the divorcement and divestiture provisions of the court's decree of Feb. 8 and an additional 30 days if an appeal is taken to the U. S. Supreme Court.

The application for the stay was in the form of an affidavit by J. Robert Rubin, Loew's vice-president, who informed the lower court that Loew's intends to appeal. Thus, the stay actually amounts to an initial period of 90 days.

It also was made apparent that Loew's will ask the high court to extend the stay pending the outcome of the appeal. (Quoting Rubin, *MOTION PICTURE DAILY* on Feb. 14 disclosed)
(Continued on page 5)

11 More File for TV Theatre Hearings

WASHINGTON, Feb. 26.—Eleven additional filings for appearances at the Federal Communications Commission's forthcoming hearings on theatre television were disclosed here today, among them: United Paramount Theatres, Balaban and Katz, Paramount Theatres of San Francisco, New England Theatres, Minnesota Amusement Co., United Detroit Theatres, Theatre Owners of America, RCA, Metropolitan Theatres Corp. of Los Angeles, Neighborhood Theatres and Thomas E. Corbett of Cherry Tree, Pa.

Film attorneys now consider it un-
(Continued on page 4)

Table Resolution for SPG-Sopeg Merger

A resolution calling for the merger of the Screen Office and Professional Employees Guild with the Screen Publicists Guild was tabled at a meeting of the latter at the weekend in order to first investigate possibilities of a national affiliation. Both units are part of the United Office and Professional Workers of America which was recently expelled from the CIO.

A special committee will be set up to explore the national affiliation question.

Johnston to Call Meet of Company Heads on UK Pact

Despite the narrow margin of the British Labor government's victory in last week's elections, American film industry leaders expect no unreasonable delay in arranging a meeting with government officials in London for a review of the Anglo-U. S. remittance agreement.

Eric Johnston, president of the Motion Picture Association of America, had considered calling a meeting on Friday of company presidents to discuss arrangements for the London conference but delayed doing so because of a mild indisposition. Dependent upon his recovery, the meeting could be called momentarily and prob-

(Continued on page 5)

176 Salesmen Will Share Film's Profits

HOLLYWOOD, Feb. 26.—Frank Melford and John Rawlins, partners in Ventura Pictures, at the weekend added 176 partners with whom they will share the profits from the company's first picture, "Boy from Indiana," which Eagle-Lion will distribute.

In each territory, Eagle-Lion salesmen will receive 20 per cent of the picture's profits above a nominal
(Continued on page 5)

ENTER DECREE TO FREE COLOR RIGHTS

Allied Claims Flat Rental 'Violations'; Plans N. Y. Meetings

In line with a decision made at the recent Allied States board meeting in Washington, the organization's so-called flat rental committee, headed by Col. H. A. Cole, is expected to resume conferences with distribution chiefs in New York at an early date.

The committee, it is understood, is
(Continued on page 4)

Greater Union Buys Projector Company

By FRANK O'CONNELL

SYDNEY, Feb. 20 (By Airmail).—Probably the biggest post-war deal in the Australian film equipment field has been consummated by Greater Union Theatres which bought out the projection manufacturing firm of Harrington-Raycophone.

Harrington made and distributed Raycophone equipment, the low-
(Continued on page 5)

Final Step Tomorrow; Technicolor Agrees to Furnish 'Know How'

LOS ANGELES, Feb. 26.—Far-reaching changes in the color motion picture production situation appeared inherent in an anti-trust consent judgment between the Department of Justice and Technicolor, Inc., and Technicolor Motion Picture Corp. of Los Angeles, as proposed Friday to Federal District Judge William C. Mathes here.

The judgment, which becomes effective in 90 days, requires Technicolor to license 92 patents on a royalty-free basis. Twelve others, as well as 48 patent applications, and all patents which Technicolor acquires or applies for until Nov. 28, 1953, are required to be made available on a reasonable royalty basis.

The jurist, who had been expected to enter the decree immediately, sum-
(Continued on page 5)

U. A. Abolishes Its Coast Headquarters

HOLLYWOOD, Feb. 26. — United Artists abolished its Hollywood headquarters at the weekend, dismissing its entire personnel and announcing that the New York management will conduct all business formerly handled by George Bagnall, who resigned as West Coast vice-president, and his staff.

The development came as a total surprise in a statement by Paul N. Lazarus, Jr., executive assistant to president Gradwell Sears. The dismissal of personnel became effective
(Continued on page 4)

Girl Scout Story in 'Women of Tomorrow'

A comprehensive study of Girl Scouting is made in "Women of Tomorrow," an 18-minute Technicolor subject which Warner Brothers produced in cooperation with the Girl Scouts of America.

A world premiere of the film will be held at the Strand Theatre in New Bedford, Mass., March 10. National release date is March 17.

The subject demonstrates how Girl Scouting develops better citizens and
(Continued on page 5)

Tax Receipts Show New Drop in 1949 Admissions

'Brotherhood Week' Closes—a Success

"Brotherhood Week," 1950, came to a close yesterday with indications of being the most successful in the history of the celebration. 'Brotherhood' campaign spokesman disclosed. The motion picture industry, under the leadership of chairman Ted R. Gamble, went all out in support of the program, enlisting the screens of thousands of theatres all over the nation. "The worthy message of tolerance and understanding, 'Brotherhood for Peace and Freedom,' was in this way brought to millions of motion picture patrons," it was said.

WASHINGTON, Feb. 26.—If general admission tax collections are a reliable gauge, total box-office receipts in 1949 were only a little more than one per cent below 1948, which in turn, was about the same amount below 1947.

This was revealed when the Bureau of Internal Revenue released its tax collection figures for Jan., 1950. Since collections lag one month behind box-office business, it was not possible to gauge total 1949 business until the Jan., 1950, collections figure was known.

General admission tax collections for Feb., 1949, through Jan., 1950, reflecting business in the 12 months of 1949, totaled \$377,911,424, compared with \$382,203,797 for the Feb., 1948, through Jan., 1949, period, which indicated 1948 total business. The collections from Feb., 1947, through Jan., 1948, reflecting 1947 business, amounted to \$386,789,733.

Theatre owner groups have fre-
(Continued on page 4)

Marquee Dimout In Chicago Today

Chicago, Feb. 26.—A 25 per cent reduction in the use of electricity goes into effect tomorrow throughout the city in a coal conserving effort ordered by the Illinois Commerce Commission. Many theatres here have already started dimming marquee lights and advertising displays. As yet, there has been no order to close coal-burning theatres.

Cold to Kane Bid to Relax Film Boycott

MINNEAPOLIS, Feb. 26.—In his first direct statement in the controversy with North Central Allied exhibitor unit over the Catholic boycott of theatres which exhibit any motion picture other than those listed in the "A" classification by the Legion of Decency, Archbishop J. G. Murray of Saint Paul has indicated that there will be no relaxing from the directives of his pastoral letter ordering the theatre boycott.

Denying the contention of NCA's executive counsel Stan Kane that there has been a change of directives in the Archbishop's recent pastoral letter covering "morality" in Catholic attendance at theatres, the Archbishop points out that the directives were merely enforcement of a pastoral letter of Aug. 28, 1934, and a clause in the Legion of Decency pledge of Sept. 9, 1934.

March 6 Testimonial Set for Carl J. Goe

NEW HAVEN, Feb. 26.—Industry leaders from New York, Boston and other Eastern cities will gather at the Taft Hotel here on March 6 for a testimonial dinner to Carl Goe, retiring branch manager of Warners. The Variety Club of Connecticut, Tent No. 31, is sponsoring the event.

Goe has been with Warners for many years and has been active in the local Variety Club. The dinner will serve also to introduce his successor, A. R. Daytz. Goe will move South in mid-March.

MPAA Host to Stars

WASHINGTON, Feb. 26.—Top government, embassy, press and industry officials turned out here on Friday for a cocktail party at the Motion Picture Association of America headquarters in honor of Jack Benny, Dorothy Lamour and other stars in town to entertain at the White House Photographers annual dinner—Saturday night.

RKO Advances Heller

Harold Heller, manager of the RKO Dyker Theatre in Brooklyn, has been promoted to city manager for the RKO Regent and Keith Theatres in Grand Rapids, Mich., under the supervision of Jerome Shinbach, division manager for RKO Mid-west Theatres.

Personal Mention

STANLEY KRAMER, president of Stanley Kramer Productions, and GEORGE GLASS, vice-president, will arrive here today from the Coast.

CARL YORK, Motion Picture Association of America's first international division representative for Scandinavia and Finland, will leave here today by plane to take up his duties at Stockholm. He will stop in Paris en route.

H. MCGOWAN and I. SHENKER, Berlo Vending Co., executives from Cincinnati and Cleveland, respectively, are touring RKO's New York City theatres as the guests of LEE KOKEN, head of RKO's vending department.

SIGMUND GOTTLBER, director of the Foreign Language Press Film Critics' Circle, has been named head of the foreign language press division for the 1950 Red Cross campaign.

EMANUEL FRISCH, Randforce Amusement treasurer, is the amusements chairman of the Brooklyn Red Cross 1950 drive.

WILLIAM F. RODGERS, M-G-M distribution vice-president, arrived in Hollywood from New York over the weekend.

SYDNEY GROSS, Film Classics advertising-publicity director, will leave here this morning for the Coast.

MAURICE SILVERSTEIN, Loew's International Latin America director, returned to New York over the weekend from an eight-weeks tour of his territory.

VICTOR HOARE, managing director of European distribution for Selznick Releasing Organization, returned to his London headquarters by plane over the weekend.

CHARLES PATRICK, formerly vice-president of Birmingham, Castleman and Pierce, has joined the executive staff of Donahue and Coe.

STUART H. AARONS, Warner attorney, was married yesterday to FLORENCE JOSEPHSON, also a member of the bar, at the Warwick Hotel here.

FRANK MCCARTHY, 20th Century-Fox associate producer, left here over the weekend for Hollywood, following his return last week from Europe.

AL CROWN, Samuel Goldwyn sales chief, is serving on the jury panel of the New York Supreme Court here.

COMPO BACKING BEING WITHHELD BY THE SMALLER DISTRIBUTORS

Uncertainty prevails as to whether a number of the smaller distributors will join the Council of Motion Picture Organizations.

For example, Eagle-Lion "never has been approached to join COMPO," according to company vice-president William MacMillan, Jr., who indicated only that E-L would "study" an invitation, if one were extended. Joseph Bernhard, president of Film Classics, said that the company "doesn't contemplate joining COMPO."

The statement by Bernhard opens to conjecture the extent, if any, to which members of the Independent Motion Picture Producers Association

are committed to COMPO by virtue of IMPPA's membership in Motion Picture Industry Council, a Coast charter member of COMPO. Film Classics and Monogram are IMPPA members, along with many other independent production companies. However, by virtue of the membership of Monogram's production affiliate, Allied Artists, in the Motion Picture Association of America, that distributor could be regarded as already in COMPO in consequence of the MPAA's role in it.

United Artists has indicated that it will enter COMPO and will pay its pro rata share of COMPO financing.

Omaha Tent Elects Convention Delegates

OMAHA, Feb. 26.—Omaha Variety Club members have named Joseph Scott, 20th-Fox manager, and Edward Shafton, attorney, as their delegates to the Variety International parley in New Orleans. Walter Creale, owner of the Ames, Omaha, and Jack Renfro, RKO Radio manager, were elected alternates.

Premiere at Providence

PROVIDENCE, Feb. 26.—The American premiere of the Italian film "Love Clown—Pagliacci" will be held in Providence at the Avon Cinema on Thursday. Charles R. Darby, manager, is arranging a special preview for music and women's clubs, schoolteachers, city and state officials. Special discounts will be given students.

Equity Keeps Alien Fee

Actors Equity here has turned down a suggestion from British Equity for a reciprocal exchange of memberships. Under Equity's 20-year-old alien actors' policy foreign actors must pay an initiation fee of \$100. American actors appearing in Britain must pay British Equity 25 pounds.

To Build Drive-In

HARTFORD, Feb. 26.—Lockwood and Gordon Theatres circuit, which currently operates three theatres and one drive-in theatre in Connecticut, has disclosed plans for a \$75,000 400-car drive-in theatre at East Hartford.

Greenbaum Back Selling

OMAHA, Feb. 26.—Murray Greenbaum, former film salesman, will return to the ranks on March 1 as a salesman for Film Classics.

Newsreel Parade

PROTESTS against the admission tax and President Truman's atomic energy speech are newsreel highlights. Other items include carnivals, sports and other human interest items. Complete contents follow:

MOVIE TONE NEWS, No. —Masons honor George Washington. "Mercy killer" on trial. Korea's President Rhee sees Gen. MacArthur. Boston demonstrates over excise taxes. New Orleans Mardi Gras. V-2 rocket films of the earth. Sports: Golden Gloves. Motorcycle thriller.

NEWS OF THE DAY, No. 251—Rocket camera films earth. Windsors join in Mardi Gras revels. President Truman dedicates Washington memorial. Boston protests admission tax. Jet plane crash fires oil tank. Golden Gloves. Dog sled derby. Red Cross appeal.

PARAMOUNT NEWS, No. 54—Canadian cyclist wins 200-mile beach classic. Boston demonstration protests Federal admission tax. Rocket camera views earth from 76 miles. Windsors win crowds at Mardi Gras. Golden Gloves boxing bouts.

TELENEWS DIGEST, No. 8-B—"Mercy killer" trial. England's election. New York: coal rationing in emergency. Korea: U. S. aid welcomed. Carnival time in New Orleans. Nice and Viareggio, Italy.

UNIVERSAL NEWS, No. 329—Ghandi honored in India. Boston "T Party" protests admission tax. Rocket goes 76 miles up. photographs films of the earth. Icy weather. Motorcycle races. Skiing. Golden Gloves bouts.

WARNER PATHE NEWS, No. 56—Members of Japanese Diet here. Korea's President Rhee meets Gen. MacArthur. Boston tax party protests admission tax. Rocket camera. President Truman speaks on atomic energy. Motorcycle race. Motor skiing. Golden Gloves.

1st U-I Film at NY Paramount in Years

Universal-International's "Francis" will open at the Paramount Theatre, New York, on Wednesday, March 15, as the first Universal picture to play the theatre in almost 10 years and the first non-Paramount release to play the theatre in almost a year. Robert M. Weitman, managing director of the theatre, and W. A. Scully, U-I sales vice-president, have announced jointly.

A special U-I promotion representative will be assigned to each of the five boroughs. Jerome M. Evans will handle Manhattan; Robert M. Wile, Brooklyn; Ben Kaufman, the Bronx; Herman Kass, Queens, and William Gandell, Richmond.

Hope, Jolson, Benny At Skouras Tribute

HOLLYWOOD, Feb. 26.—Bob Hope, Al Jolson, Jack Benny, Jimmy Durante and a long list of entertainers will take part in the Beverly Hills B'nai B'rith Lodge testimonial dinner honoring Charles P. Skouras as "The Man of the Year," to be held at the Ambassador Hotel on March 4, with government, business and industry leaders in attendance.

The event will be a tribute to Skouras for his contributions to philanthropies, inter-racial understanding and community welfare.

Schwarz with Architect

J. E. Schwarz, assistant to Herman R. Maier, chief engineer of Warner Theatres, has resigned to become associated with E. C. Bullock, theatre architect of New York City.

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According to the columnists and the trades:

"Absorbing. An auspicious debut for producer. Heart-
ugging entertainment!" — BOXOFFICE

"An unusual, intelligent script. Superbly produced
and acted. Always entertaining. Medal of the
Month!" — PARENTS' MAGAZINE

"Will have wide audience appeal. A sincere
and timely human drama!" — FILM DAILY

"Honest and sincere. A swell picture!"
— JIMMY STARR

"Memorable. Cosmopolitan Citation of
the Month!" — LOUELLA PARSONS

"Absorbing drama. Highly exploitable.
Should rack up good business every-
where!" — SHOWMEN'S

"A heartwarming story!" — KATE SMITH

"Five Bell Picture! I wish I could take
everyone by the hand to see it!"
— JIMMIE FIDLER

"A boxoffice natural!" — MP HERALD

"A tender, touching, charming
film!" — TRUE STORY

"Warmly human!" — VARIETY

"Appeal for the whole
family!" — HEDDA HOPPER

"Charming, beguiling.
Tears and laughs neatly
balanced!"
— HOLLYWOOD REPORTER

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'HOLIDAY'
BUSINESS
for
"JOHNNY
HOLIDAY"

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Screen? Do It Today!

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starring **WILLIAM BENDIX** with **HOAGY CARMICHAEL • STANLEY CLEMENTS**
and introducing **ALLEN MARTIN** as "Johnny Holiday"

Produced by R. W. ALCORN • Associate Producer **FREDERICK STEPHANI** • Directed by **WILLIS GOLDBECK**
Story by R. W. Alcorn • Screenplay by Jack Andrews, Willis Goldbeck and Frederick Stephani
Photographed by Hal Mohr, A.S.C. • An Alcorn Production

**Forecasting
Great Business**

thru
UA

'Stromboli' Ban Illegal, Says Court

Seattle, Feb. 26.—Supreme Court Judge James Hodson on Friday declared that the ban on "Stromboli" was illegal and issued a temporary injunction against Police Chief Eastman restraining him from enforcing the ban.

A. C. Van Soelen, corporation counsel for Seattle, said the injunction would not be contested. The injunction will thus become permanent and the film will open at the Blue Mouse Theatre this week.

Chicago Bids Scarce For 'Stromboli' Runs

CHICAGO, Feb. 26.—RKO Radio's "Stromboli" is getting mild bidding reaction from exhibitors, with thus far only five theatres having booked the film for its first outlying run, starting March 3. Balaban and Katz by-passed the film for its key outlying houses, but bought it for the Portage, Howard and Senate, smaller neighborhood theatres.

The Olympic, Cicero and the Ridge, also small-seaters, won bids. It is expected that the majority of Allied theatres will by-pass the film for later runs, although not necessarily from a "moral" issue. Business at the Grand has declined from its strong opening. First week's take was about \$30,000, against a house average of \$13,500, admissions continue at \$1.50 top.

Stars at Dallas Premiere

A contingent of Hollywood personalities will be on hand for the world premiere of Universal-International's "The Kid from Texas," to be held Wednesday at the Majestic Theatre, Dallas, serving as a kick-off for some 400 openings of the film in Texas and Oklahoma. Audie Murphy, Ann Blyth, Scott Brady, Dorothy Hart, Peggie Castle, Leslye Banning and Ray Turner will attend.

Allied, Flat Rentals

(Continued from page 1)

prepared to charge that flat rental agreements made in talks last year with distributor heads have been violated by a number of exchanges.

The subject was discussed at the Washington directors meeting and the directors authorized the committee to revisit the sales managers at the home offices.

Flat Rentals Weighed At Mid-Central Meet

SPRINGFIELD, Ill., Feb. 26.—Discussions of flat rentals against percentage deals, the elimination of the Federal 20 per cent ticket tax and the significance of "Brotherhood Week," highlighted the first of a series of regional meetings conducted here late last week by Mid-Central Allied.

A. J. (Jeff) Jefferis, Mid-Central president, was chairman of the meeting, assisted by W. H. Hoffman, board chairman, and Hugh M. Graham, secretary-treasurer. National Allied president Truman Rembusch outlined the history of Allied and discussed the latest developments in television.

FILMS, VIDEO PRODUCTION STUDY OPENED BY NYC COMMERCE DEPT.

New York City's Department of Commerce, in co-operation with the Department of Industrial Engineering of Columbia University, has established an "industrial clinic for small business" whose activities will embrace a study of motion picture production here for television and general distribution. Mayor O'Dwyer announced on Friday.

The study will place emphasis on the future development of the television industry in New York as a major element of the entertainment field.

Commerce Commissioner Joseph V. McKee disclosed that plans for the clinic were developed by Dr. Robert Teviot Livingston, executive officer of Columbia's industrial engineering department; Dr. David Bendel Herz, assistant professor at the university; Frank Lee Donoghue, city director of commerce, and Herman Rapport, chief

economist of the Commerce agency.

Dr. Livingston, who will serve as chief consultant to the clinic, informed the Commerce Department that a complete picture of the city's industry, in the form of a summary report, together with specific recommendations for the attraction of new industries to the five boroughs, should be ready for presentation to the city government early in 1951.

Columbia's participation in the new program will include surveys of the various industrial segments of New York City. The curriculum, however, will include direct consultation service to individual businessmen on such problems as production, quality control, statistical methods, engineering economics, personnel management, work simplification, time-and-motion analysis, plant layout, cost engineering, organization and administration.

UA Drops Offices

(Continued from page 1)

Saturday. Announcement followed two days of meetings between Sears, Lazarus and Arthur W. Kelly, executive vice-president. The statement said in part: "For the present, at least, the duties of the producers' contact and the responsibilities of obtaining and selecting product will be assumed by management. It is planned that Sears, Kelly and Lazarus will spend considerably more time in Hollywood for these purposes. An effort will be made to have one of the company officials in California at all times.

Selmer Chalif, serving as special liaison with the home office, will continue his present activities. He will maintain offices in the California Bank Building, Beverly Hills."

Selmer and Vitalis Chalif, the latter a board member, also participated in the meetings.

Others who resigned along with Bagnall include Cecil Coan, publicity chief, and Hugh Ratliff, comptroller.

Sears and Kelly left Friday night by plane for New York, with Lazarus returning to Phoenix.

Barcroft Has Own Firm

COLUMBUS, O., Feb. 26.—John L. Barcroft, publicity manager for RKO Theatres here for 15 years, is opening his own publicity-advertising office Wednesday. RKO publicity will be handled by Mrs. Marian Sweeting of the Barcroft office. Barcroft, in addition to other accounts, has been named regional representative of Bing Crosby Enterprises.

Max Lefko Dead

CLEVELAND, Feb. 26.—Max Lefko, father of Morris Lefko, RKO district manager with headquarters in Cleveland, and George Lefko, Film Classics branch manager in Detroit, died here. Three other sons also survive, Haney of Long Beach, Cal., and Irving and Phil of the city.

Acquires Buffalo House

BUFFALO, Feb. 26.—Morris Slotnick, who operates the Cinema in Rochester, is taking over the Buffalo Midtown, a downtown house that has been run as an "art" house for several years, but was closed recently.

Expect Long Delay

(Continued from page 1)

likely that the Federal Communications Commission's theatre television hearings will take place before late summer or early fall.

Some lawyers feel it is just as well that this is so, since they believe the industry can well use the time to prepare a good case.

Tomorrow is the deadline for filing appearances with the Commission for the theatre TV proceedings. Over a score of companies and organizations have already filed.

One reason for the expected delay in the hearings is the Commission's already heavy program. Tomorrow it will resume testimony on color television. This is scheduled to run at least another month, and after that the Commission is supposed to move on to equally-time-consuming hearings on opening the ultra-high frequencies for television broadcasting and re-shuffling existing channel allocations in the very high frequencies.

Sanders Promoted to Dipson District Head

BUFFALO, Feb. 26.—Mark L. Standers, manager of Dipson Theatres in Hornell, N. Y. since 1943, has been promoted to district manager of the circuit's theatres in New York and Northern Pennsylvania, by N. D. Dipson, circuit president.

Sanders, who assumes his new duties on Wednesday, will be succeeded by E. J. Barnes, currently manager of a Dipson house in Wheeling, W. Va. Sanders will make his headquarters in Bradford, Pa.

Favorite Shifts Posts

SPOKANE, Feb. 26.—Shifts in the operation of the Favorite circuit here have placed Harry Ashton as manager of the Post, Robert Deets, manager of the Granada, Richard Reed continues as manager of the Liberty and Robert Fiebigler will manage the circuit's East Sprague drive-in, to re-open in March.

25th for Garner Circuit

ATLANTA, Feb. 26.—B. B. Garner, said that a 700-car capacity drive-in will be in operation in Jacksonville, Fla. June 1, his 25th theatre in Florida, operating under the firm name Talgar Theatres, Inc.

Backs NY Bill On Booths

ALBANY, N. Y., Feb. 26.—A companion bill to the Ashcroft bill which requires that projection booths be equipped to protect the health of projectionists and authorizing a state Board of Standard and Appeals to conduct hearings to establish standards for booths, has been introduced in the State Senate by Sen. George Manning, Rochester.

The bill was drafted to require sanitary facilities in one-man booths, according to Harold Hanover, secretary of the State Federation of Labor.

Sheridan to Head 20th Dallas Branch

Mark Sheridan, Jr., replaced by William Briant as 20th Century-Fox branch manager at New Orleans, has been promoted to branch manager at Dallas. Phil Longdon, Dallas manager, will be given, at his own request because of ill health, lesser duties as a salesman in one of the company's Southern branches.

Rossen Gets SDG Award

HOLLYWOOD, Feb. 26.—Screen Directors Guild voted its third quarterly award to Robert Rossen for his direction of Columbia's "All the King's Men." The award is for the period ending Jan. 31.

Tax Receipts Drop

(Continued from page 1)

quently cautioned against using the general admission tax collection figures as an indication of theatre prosperity. The figures do indicate some rough trends on total box-office grosses, however.

Theatre owner groups make three objections to using the figures as a gauge of exhibitor prosperity: the figures include collections from other general admission events, such as concerts and sports, as well as motion picture theatres, and a gain in the receipts of the other industries may offset a drop in film attendance; the figures do not reflect the increase in the number of theatres, steady or declining collections, plus increased costs mean an even greater drop in theatre profits.

The Jan., 1950, general admission tax collections, reflecting Dec., 1949, business, amounted to \$27,909,723, compared with \$25,766,798 in Jan., 1949. This was the first time in four months that collections ran ahead of the corresponding month of the previous year.

Total admission tax collections, including general admissions, roof garden and cabaret taxes, and taxes on various leases and overcharges, amounted to \$31,209,312 in Jan., 1950, compared to \$29,174,674 a year earlier.

Massachusetts Legislature Asks Repeal of 20% Tax

BOSTON, Feb. 26.—A resolution passed by the Massachusetts legislature asking repeal of the excise taxes, including the 20 per cent admission levy, has been sent to President Truman and to both branches of Congress by Massachusetts Secretary of State Edward J. Cronin. The resolution was introduced by Rep. Thomas E. Key of Winthrop.

Six New Houses for Levittown Project

Dr. Henry Brown, Eastern exhibitor, returned here yesterday from a three-week business trip to Los Angeles, where he completed arrangements with William Levitt to construct six theatres at Levittown, Long Island, by the late summer.

Levittown is a large housing development sponsored by Levitt.

All Owners Invited To SCTOA Panel

LOS ANGELES, Feb. 26.—The Southern California Theatre Owners Association's board of directors has issued an invitation to all exhibitors, whether members or not, to attend an all-day panel on March 18 at the Forum Theatre. Discussions will be held on publicity, apathy of theatregoers, taxation, legislation, merchandising and government rulings, and will be followed by question-and-answer periods in which all are invited to offer opinions, observations or suggestions.

Girl Scout Story

(Continued from page 1)

better people through its program of activities. It tells the story of the world's largest inter-faith organization for girls in an interesting documentary style.

There are no professional actors in the film, the cast members are all Girl Scouts.

By booking it, theatres will prove once again that they are important media for building community goodwill. Exploitation-minded showmen should also note that Girl Scout councils throughout the country will be aiding local theatre managers to insure a larger audience for the subject. A special press screening of the film was held at Warner Brothers' home office Friday.

M. H.

Share Film's Profits

(Continued from page 1)

quota. When any branch has exceeded its quota it will receive 20 per cent of all revenue derived by that branch in excess of the quota.

"The problem of the independent producer is chiefly one of proper selling," said Melford. "By making the salesmen partners we are giving them an incentive and a just reward for their efforts."

Review

"Mark of the Gorilla"

(Columbia)

JUNGLE JIM (Johnny Weissmuller) comes through with the goods again in this latest action-packed picture of the series produced by Sam Katzman and directed by William Berke from Carroll Young's script. Unusual shots of flora and fauna and a narration about setting aside portions of the jungle for the preservation of wild life precede Jungle Jim's story of adventure on a government preserve.

While en route to preserve headquarters Jim saves Nyobi (Suzanne Dalton) from a gorilla and is surprised to hear the injured animal's human cry. Nyobi is subsequently revealed to be the princess of Shalikari trying to locate her country's stolen gold. At the preserve, the warden's niece, Barbara Bentley (Trudy Marshall), informs them that her uncle is seriously ill and that a Dr. Brandt is caring for him. Bentley tells Jim that during the African campaign the Nazis invaded Shalikari, looted their gold, and when driven out, hid it somewhere on the preserve. Brandt actually is the leader of a gang of thieves who know the whereabouts of the gold and are confiscating it.

He poses as a doctor, keeps Bentley out of the way by drugging him and some of his men wear gorilla garb to scare away intruders. During a search, Jim discovers the secret entrance to the cave of gold. Entering, he falls into the hands of Brandt and his men, but help arrives and the crooks are captured. The mystery of the "gorilla men" is solved and Nyobi returns to Shalikari with an armed guard and the stolen gold. Interest is enhanced by exciting struggles under water, on treacherous cliffs and in lion fights. Jim's faithful jungle companions—a dog, a bird and a monkey—bring several laughs.

Running time, 68 minutes. General audience classification. February release.

Technicolor Decree

(Continued from page 1)

moned counsel for both sides to a conference on minor changes in the document's phraseology and postponed final entry until Tuesday morning. It was definitely indicated that no objections except in wording will be ordered.

Technicolor also is required, until Jan. 1, 1957, to furnish the "know-how" to all licensees who pay a reasonable royalty under any patents licensed. The court retains authority to determine what is "reasonable" in case the licensee and licensor cannot reach an agreement.

The judgment also requires Technicolor to furnish at a nominal charge, detailed specifications, prints and plans of the Technicolor three-strip camera to all applicants desiring to manufacture the camera, and to make available at reasonable rentals to all applicants two Technicolor cameras, equipment and accessories thereto.

The decree terminates various contracts and arrangements between Technicolor and film producers and other customers which had compelled them to use only Technicolor cameras, services and facilities in making pictures in color.

The decree ends the case which was based on a complaint filed on Aug. 18, 1947, charging Technicolor with having conspired with Eastman Kodak to monopolize processing and producing motion pictures in color. A separate consent judgment against Eastman was entered by Judge Mathes on Nov. 24, 1948, but Technicolor chose to stand trial and only recently decided to negotiate for a decree.

Technicolor president Herbert T. Kalmus last week issued a statement asserting the decree would be agreed to in the interest of saving the time and costs entailed in trying the case, and asserting the action in no way signifies Technicolor had been guilty of any legal violation.

Delay Trial to May 31

LOS ANGELES, Feb. 26.—The Conference of Studio Unions' \$47,000,000 conspiracy suit against the majors and IATSE, set for trial on Friday, has been postponed until May 31.

Loew's Gets Stay

(Continued from page 1)

that Loew's would appeal and indicated that the postponement of operation of the decree would be sought).

Rubin told the court here in his affidavit that Loew's has a funded debt of \$46,000,000 held by eight insurance companies and arrangements with these companies, in addition to arrangements for the division of personnel and ownership of the Loew's properties, would be time-consuming and costly.

He said that in view of the fact that Loew's will appeal the divorce order, preparation for which also is time-consuming, Loew's should be granted the stay.

Rubin's application touched upon only divorce and divestiture without any mention of injunctions against the distribution practices of the company in the court's decree.

Loew's has until April 8 to file its appeal with the Supreme Court.

Trade Group, FTC Oppose Change in Webb-Pomerene Act

WASHINGTON, Feb. 26.—Chances of Congressional approval of a pending bill to tighten the Webb-Pomerene Act dropped practically to zero Friday when both the Federal Trade Commission and the National Foreign Trade Council opposed the measure in testimony before a House Judiciary committee. The State and Justice Departments are slated to testify this week, probably Wednesday.

UK Pact Meet

(Continued from page 1)

ably would be held in Miami, where Nicholas Schenck, Barney Balaban and other company heads are vacationing.

When held, the meeting undoubtedly will cover recent foreign market developments in addition to a discussion of a date and arrangements for the London conference on the monetary agreement.

Some industry opinion holds that the closeness of the British voting last Thursday may necessitate the calling of another general election in Britain within the year but, nevertheless, should not prevent a review of the monetary agreement prior to the June 13 deadline. Many industry officials believe a London meeting very likely can be arranged for some time next month or early in April.

Greater Union

(Continued from page 1)

priced, Australian-made sound projector. There are said to be more Raycophones in Australian theatres than any other make.

National Theatre Supply Co. of Australia, a GUT subsidiary, will take over the business and carry on Harrington's trade in theatre and equipment supplies, including sound service. NTS thus becomes a competitor with RCA and Western Electric.

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2. **THE EXHIBITOR** is the person on whom we depend for funds to pay our salaries and all the other costs of our business.
3. **THE EXHIBITOR** supplies bookings; it is our job to supply his service—promptly, efficiently, accurately.
4. **THE EXHIBITOR** merits the utmost in considerate attention and courteous treatment.
5. **THE EXHIBITOR** is not a mere account number; he is a human being with likes and dislikes, just as ourselves.
6. **THE EXHIBITOR** is not a hindrance in our day's work; he is the reason for it.
7. **THE EXHIBITOR** may make an occasional error, the same as we do; to correct it swiftly is more important than to worry about placing the blame.
8. **THE EXHIBITOR** has a multitude of duties apart from N.S.S.; we should avoid adding to his problems.
9. **THE EXHIBITOR** is not someone to quibble or find fault with.
10. **THE EXHIBITOR** is the person most essential to our business—our customer.

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VOL. 67. NO. 39

NEW YORK, U. S. A., TUESDAY, FEBRUARY 28, 1950

TEN CENTS

MPAA Talks Start on UK Monetary Pact

Negotiating Group Meets In Miami; Mulvey There

MIAMI, Feb. 27.—Members of the Motion Picture Association of America committee for review of the Anglo-American film remittance agreement met here today and discussed plans for their coming conference in London with British government officials.

The meeting was called by Eric Johnston, MPAA president, who arrived here from Washington by plane last night. Johnston, accompanied by his assistant, Joyce OHara, met with Nicholas M. Schenck, president of Loew's; Barney Balaban, president of Paramount Pictures; Spyros P. Skouras, president of 20th Century-Fox, and Joseph H. Hazen, president of Hal Wallis Productions.

Ned E. Depinet, RKO president,
(Continued on page 8)

1st-Runs in NY Still Off

Spotty business continues in the New York first-run area with the continuing dimout, the beginning of the Lenten season and adverse weather conditions adding further to the general condition. A few new shows are bringing good revenue, although short of expectations.

Weekend evening business generally has been fair but mid-week trade has been abnormally low. Last week's holiday proved a disappointment with

(Continued on page 8)

Harlan Ordered to Open Books in Suit

LEXINGTON, Ky., Feb. 27.—An order permitting inspection of the defendant's theatre records by attorneys for the plaintiff distributors was signed here today by U. S. Judge H. Church Ford in three percentage actions brought, respectively, by Columbia, United Artists and Universal against

(Continued on page 8)

NAME PATTERSON ARBITRATOR FOR SELZNICK-KORDA DISPUTE

32 Have Filed for Theatre Hearings

Washington, Feb. 27.—With today the deadline for filing notices of appearance at the forthcoming theatre television hearings, 32 companies and associations have told the Federal Communications Commission they intend to appear.

It is possible that a few more notices may be filed late today.

Decree Doesn't End Contracts: Kalmus

The proposed consent decree which would terminate the government's case against Technicolor in U. S. District Court in Los Angeles, does not terminate any contracts between Technicolor and its customers, nor does it otherwise affect any existing contracts between Technicolor and its customers as to pictures completed or on which photography has started, it is asserted here by Dr. Herbert T. Kalmus, Technicolor president.

The decree "does give customers the option to cancel existing contracts as to future photoplays, but Technicolor believes that few, if any, of its customers will desire to do so," Kalmus added.

The final entry of the decree in Los Angeles court is due today.

Elaborating further on the consequences of the decree, Kalmus said that it "purports to terminate certain contracts between Technicolor and Eastman Kodak. Actually, we have not operated under any of these contracts for several years. Nothing in the decree permits the use of the name 'Technicolor' without the permission of Technicolor," Kalmus added.

Lichtman's Pact Up Today; Talk New One

Al Lichtman's future role at 20th Century-Fox has yet to be finally decided although the contract calling for his active, full-time services as vice-president will terminate today. It was said here yesterday that revision of the pact providing for continuation of Lichtman's active assignments is "in the talking stage with nothing finalized as yet."

His contract, which took effect last March 1, calls for one year on a full-time basis and four years in an advisory capacity. Lichtman returned here at the weekend from Florida.

Robert P. Patterson, former Secretary of War, yesterday was appointed arbitrator of the David O. Selznick-Sir Alexander Korda dispute over distribution of Korda's "The Third Man" and "Gone with the Wind" by Federal Judge Irving Kaufman in U. S. District Court here.

Joseph M. Schenck, 20th Century-Fox studio executive, had been agreed upon as arbitrator of the dispute several weeks ago but subsequently withdrew because of a change of itinerary in his current vacation sojourn in the South, which made it inconvenient for him to set a hearing.

With Selznick and Korda representatives here unable to agree on another arbitrator, Judge Kaufman yesterday appointed Patterson.

In another legal move in the dispute, Selznick's attorneys filed an application for a temporary injunction to halt Korda from licensing the Eastern Hemisphere version of Korda's "Gone

(Continued on page 7)

Fourth Fireless Year At MPA Exchanges

For the fourth successive year there was no reportable fire loss in any of the more than 400 regional film exchanges of the Motion Picture Association of America's member companies, it is disclosed in an annual report submitted by the association's conservation department to MPAA president Eric Johnston.

According to the report, 1949 was the 10th of the 24 years since the department was established in which member company exchanges enjoyed fireless records.

The average annual fire loss from 1926 to the end of 1949 is \$202, a record low which is probably unmatched by any industry or commercial organization of similar operational scope, regardless of the product handled.

(Continued on page 7)

Home Offices Collect For 'Brotherhood'

A luncheon-meeting of home office "Brotherhood Week" chairmen was held yesterday at the 21 Club here to discuss progress of the 1950 campaign, which closed on Sunday, and to discuss mechanics for home office collections scheduled for this week. The meeting was conducted by Robert Coyne; speakers included A. W. Schwalberg and Max E. Youngstein.

Home office chairmen present included: Ulric Bell, 20th Century-Fox; Harry Buckley, United Artists; William Brenner, National Screen;

(Continued on page 7)

Sees New Hope Of U. S. Aid In Tax Battle

Snyder's Tax Stand 'Not Frozen', Barron Reports

WASHINGTON, Feb. 27.—The Treasury Department takes a sympathetic view towards a cut in the Federal admission tax, Carter T. Barron, Eastern division manager of Loew's Theatres, reported after a conference today with Treasury Secretary John Snyder.

Barron said that Snyder had authorized him to say that "the attitude of the Treasury toward relief from this tax was not 'frozen', and that he testified to this effect before the House Ways and Means Committee. Secretary Snyder pointed out his statement before the committee, in which he said, 'If it is clearly shown that someone has failed to come forward and show us a very distressing situation, we would be glad to consider it.'"

Snyder himself would not comment on Barron's remarks, and Treasury spokesmen pointed out the remarks were "an

(Continued on page 8)

150 Accept for 20th's Meet

With plans currently being finalized for the 20th Century-Fox "Showmanship Meeting" in Chicago on March 8-9, more acceptances from leading exhibitors have arrived. To date, nearly 150 have made arrangements to attend the two-day conclave at the Drake Hotel. In addition, division and branch sales managers of 20th Century-Fox will be present.

The agenda calls for a number of speakers, the presentation of 20th

(Continued on page 7)

Aim to Revise Bill On Social Security

WASHINGTON, Feb. 27.—A representative of the Motion Picture Association of America will appear before the Senate Finance Committee next Monday to suggest a change in a House-approved social security bill now before the Senate group.

The measure as passed by the

(Continued on page 7)

Ask Mass. Theatres To Cut Temperatures

Boston, Feb. 27.—Theatre, apartment and hotel owners were asked to lower their thermostats to 65 degrees by Massachusetts Emergency Fuel Administrator Boarden Covel today. Stating that he intends to re-instate war-time rationing if he has the power to seize coal stocks, Covel termed the soft coal situation "critical" for New England's industry.

Services Held Here For Paul Moss, 70

Funeral services were held here yesterday at Temple Israel for former New York City License Commissioner Paul Moss, who was also a pioneer in motion picture production. He died Saturday morning at Medical Arts Center Hospital. Scores from the industry attended the last rites for the man who was responsible for various reforms in the conduct of motion pictures and other theatre operations here during Mayor LaGuardia's administration.

Moss, who was 70, produced in association with his brother, B. S. Moss, a number of early five-reelers, and afterward operated many vaudeville and film playhouses in this city, later acquired by RKO.

Before Moss' regime, unaccompanied children were not permitted in motion picture theatres here, but in 1936 he had a law passed admitting them provided they sat in a separate section with a matron in attendance.

Survivors include, in addition to B. S. Moss, two other brothers and two sisters. Burial was in Mount Hope Cemetery, Hastings-on-Hudson, N. Y.

Goetz Leaves Army Air Force Film Post

WASHINGTON, Feb. 27.—The Air Force has released from active duty Col. Joseph F. Goetz who for the past two years has been chief of its motion picture and entertainment section. Col. Goetz will return to Cincinnati where he will manage the Capitol and Shubert Theatres. Goetz formerly was with RKO Theatres in Cincinnati.

As a reserve officer in Cincinnati, Col. Goetz will continue to assist Headquarters, USAF, Washington, in securing celebrity shows for overseas tours.

Legion Reviews Six; Classifies One as 'B'

Six additional films have been reviewed by the National Legion of Decency with one, Warner's "Stage Fright," receiving a "B" rating.

In Class A-I are Eagle-Lion's "The Fighting Redhead," and "The Fighting Stallion," and Columbia's "Hoedown." In Class A-II are Eagle-Lion's "Boy From Indiana" and "The Glass Mountain."

Personal Mention

GEORGE D. BURROWS, Monogram and Allied Artists executive vice-president and treasurer, is in New York from the Coast.

ARTHUR PINCUS, Loew's International assistant advertising-publicity director, will leave here tomorrow by plane for London.

CECIL B. DEMILLE will be the principal speaker tonight at a Red Cross fund-raising dinner to be held at the Stevens Hotel, Chicago.

MONROE GREENTHAL, head of the advertising agency bearing his name, will become a father for the second time in August.

BOB HOPE, **JANE RUSSELL** and **ROBERT WEITMAN**, United Paramount Theatres vice-president, will arrive here today from Springfield, Mass.

PERRY W. LIEBER, RKO Radio studio publicity director, is here from the Coast.

JAMES R. GRAINGER, Republic sales vice-president, and **WALTER L. TITUS, JR.**, Southern division manager, returned here yesterday from a tour of the South.

ALBERT M. PICKUS, owner of the Stratford Theatre, Stratford, Conn., was awarded the Veterans of Foreign Wars' achievement medal at ceremonies last week. **GAIL SULLIVAN**, Theatre Owners of America executive director, was a guest speaker.

HARRY H. WEISS, division manager of RKO Iowa and Minnesota theatres, became a grandfather for the first time with the birth of a son to his daughter-in-law, Mrs. **RICHARD SAUL WEISS**, on Feb. 16.

JOCK LAWRENCE, American representative of the J. Arthur Rank Organization, left Hollywood yesterday by plane for New York.

I. G. GOLDSMITH, British writer and producer, is in New York from Hollywood.

Early 'Samson' Dates In FWC Key Runs

LOS ANGELES, Feb. 27.—Pre-release engagements for Cecil B. DeMille's "Samson and Delilah" have been set in all Fox West Coast key situations during the first two weeks in March. George A. Smith, Paramount Western division manager, announces. Dates are set for the Paramount, Seattle; Fox, Spokane; Paramount, Portland; Fox, Oakland; Senator, Sacramento; Fox, Salinas, and the Fox, San Bernardino.

In addition, early dates are being set for key FWC houses in Bakersfield, Palo Alto, Fresno, Stockton and Redwood City.

Citizens to Advise Ohio Censor Board

COLUMBUS, O., Feb. 27.—Gov. Frank J. Lausche has appointed three Columbus residents to the film censorship advisory board to aid the State Department of Education in controversial films. The appointees are: Lee H. B. Malone, director of the Columbus Gallery of the Fine Arts; Mrs. Mildred Bickel, president of the Ohio Congress of Parents and Teachers, and Fred C. Slager, principal of Central High School. They will serve without compensation.

Pathe Sued by Lopert

In an action filed in U. S. District Court here yesterday Lopert Films asked that Pathe Industries be required to relinquish rights to distribution of the Italian-made "Shoe Shine" in Latin America. Charging breach of distribution agreement, plaintiff is seeking \$100,000 damages, a permanent injunction, accounting of profits and termination of the original contract. Pathe, Lopert complains, failed to meet fiduciary obligations to exercise best efforts to promote and distribute the film.

Zanuck Is Cited for Inter-Racial Unity

HOLLYWOOD, Feb. 27.—Darryl F. Zanuck, 20th Century-Fox production vice-president, has been named by the Association of American Jewish Authors as the non-Jew in the film industry who did the most for inter-racial unity last year.

The 2,500 members chose Zanuck by a unanimous vote. It was the first time in the 10-year history of the poll that the honor went by such a vote to an individual in the motion picture industry.

Hammond, Noonan Would Repeal Taxes

Companion bills introduced in the New York state legislature last week by Sen. Chauncey Hammond and Assemblyman Leo Noonan would repeal the existing five percent admission tax, the gross receipts tax and other special permissive levies authorized for all New York counties and cities with populations of 25,000 or more. It was erroneously stated here on Friday that the Hammond-Noonan bills provided for new permissive taxes.

Phila. Group Urges 'Stromboli' Boycott

PHILADELPHIA, Feb. 27.—A resolution adopted by the Presbytery of Philadelphia calls upon its members and "Christian people everywhere" to refrain from patronizing "Stromboli," it was announced by William F. Wefer, executive secretary.

Yolen Sells to Salzman

Will Yolen, president of Yolen, Ross and Salzman, Inc., public relations firm here, has resigned and sold his interest in the company to Hal A. Salzman. Yolen will continue as general consultant for the firm.

Rank to Confer on March 15 with Canadian Associates

TORONTO, Feb. 27.—J. Arthur Rank and his chief lieutenant, John Davis, have now arranged to be in Toronto March 15 to start business conferences with officials of Odeon Theatres of Canada, Eagle-Lion Films of Canada, Gaumont-Kalee, and associated companies. J. Earl Lawson, president of Rank's Canadian enterprises, has almost entirely recovered from his long and serious illness and will be able to discuss developments with the British leaders. A meeting of the Canadian Odeon Board is also expected, Davis being an executive member of the circuit.

David Griesdorf, who became Odeon's general manager last August 1, is inspecting Odeon units in the Western Provinces but will return to Toronto for the conference.

Stillman Schedules 3 for U.A. Release

Robert Stillman has set a production schedule for his first three films for United Artists release, according to UA here.

"The Sound of Fury," April 15; "Queen for a Day" will follow on July 15, and "Island in the Sky" will be made in the winter.

55 Dates for 'Baron'

HOLLYWOOD, Feb. 27.—Lippert Pictures' high-budgeted "Baron of Arizona," to have its world premiere on Wednesday at Phoenix, has been booked into 37 Arizona situations during the first week in March, to be followed by an additional 18 dates during the next two weeks.

NEW YORK THEATRES

RADIO CITY MUSIC HALL			
Jane WYMAN	Rockefeller Center	Marlene DIETRICH	Michael WILDING
		Richard TODD	
in Alfred Hitchcock's			
"STAGE FRIGHT"			
A Warner Bros. Picture			
SPECTACULAR STAGE PRESENTATION			

Cecil B. DeMille's masterpiece	
Samson and Delilah	
Color by TECHNICOLOR	
HEDY LAMARR	VICTOR MATURE
ANGELA LANSBURY	HENRY WILCOX
See the destruction of the Temple on the MAGIC CYCLOTRONIC SCREEN!	
RIVOLI 8 WAT ST. 4TH FL.	

"THREE CAME HOME"	
starring	
CLAUDETTE COLBERT	
ASTOR	Broadway & 45th
	Late Shows Nightly
Continuous Performances	
A 20th Century-Fox Picture	

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it's time to
put that

aramount pring

In YOUR Box office



HERE IT IS FOR YOU TO EXAMINE AND APPRAISE—

Paramount's Sensational
Spring Product From Now Thru May

Everybody's Waiting for the signs

CECIL B. DEMILLE'S

Paramount Masterpiece

Samson

AND

Delilah

Color by
TECHNICOLOR



starring

HEDY LAMARR · VICTOR MATURE
GEORGE SANDERS · ANGELA LANSBURY
HENRY WILCOXON

Produced and Directed by Cecil B. DeMille

Screenplay by Jesse L. Lasky, Jr., Fredric M. Frank

From original treatments by Harold Lamb and Vladimir Jabotinsky

Based upon the history of Samson and Delilah in the Holy Bible, Judges 13-16

BING CROSBY

Coleen Gray

Charles Bickford

Frances Gifford

IN

FRANK CAPRA'S

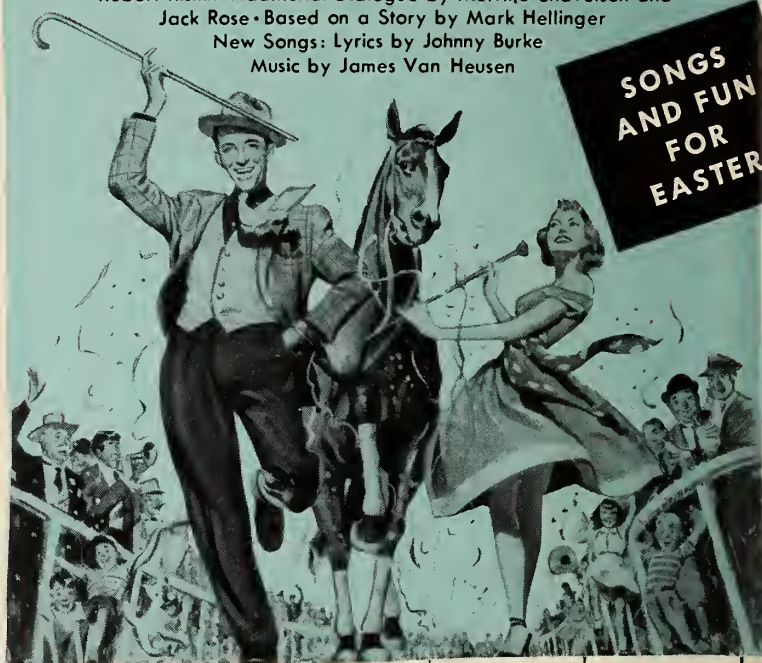
RIDING HIGH

with
WILLIAM DEMAREST · RAYMOND WALBURN · JAMES GLEASON
WARD CLARENCE · PERCY HARRY
BOND · MUSE · KILBRIDE · DAVENPORT

Produced and Directed by FRANK CAPRA · Screenplay by Robert Riskin · Additional Dialogue by Melville Shavelson and Jack Rose · Based on a Story by Mark Hellinger

New Songs: Lyrics by Johnny Burke

Music by James Van Heusen



**SONGS
AND FUN
FOR
EASTER**

"This is the biggest movie since Edison invented 'em—and that's a fact! Winchell predicts it'll take in more money than 'Gone With The Wind.' Our whole family is going to see it for sure . . . and probably *twice* because its the greatest thing on film!"

"Crosby directed by Capra—in Mark Hellinger's famous story! The hot tip is that this is Bing's best picture in years. Can't wait to see that photo-finish race and hear Bing sing six songs including that smash hit 'Sunshine Cake'!"

of that *Paramount* Spring

ALAN LADD

as

**CAPTAIN
GAREY,
U.S.A.**



co-starring

WANDA HENDRIX

with

Francis Lederer · Joseph Calleia

A

MITCHELL LEISEN

Production

Produced by RICHARD MAIBAUM

Directed by MITCHELL LEISEN

Screenplay by Robert Thoeren

**ACTION
FOR
EASTER**



Robert Cummings

Lizabeth Scott

Diana Lynn

in **HAL WALLIS'**
production

**PAID
IN FULL**

with **EVE ARDEN**

Directed by **WILLIAM DIETERLE**

Screenplay by Robert Brees and Charles Schnee



"I really go for action pictures—and here's one with a war background and plenty of those Ladd thrills! He's an Army Intelligence officer who goes back to Italy to find the betrayers of his wartime buddy and the girl he loves. This one's for me!"

"There're 66 million American women like me who'll want to see this famous story from Reader's Digest. It's about two sisters who loved and married the same man — and are trapped by a strange secret only their doctor knows."





This *Paramount Spring* the birds will be singing with words:
 "If It's A Paramount Picture,
 It's The Best Show In Town!"



No Man of Her Own



starring

BARBARA STANWYCK
and **JOHN LUND**

with **JANE COWL**

Phyllis Thaxter • Lyle Bettger • Henry O'Neill

A **MITCHELL LEISEN** production

Produced by
RICHARD MAIBAUM

Directed by
MITCHELL LEISEN

Screenplay by Sally Benson and Catherine Turney



Color by
TECHNICOLOR

starring

JOHN PAYNE
RHONDA FLEMING
DENNIS O'KEEFE

with

Thomas Gomez • Fred Clark
Frank Faylen • Eduardo Noriega

Directed by **LEWIS R. FOSTER**

Screenplay by
Geoffrey Homes
and Lewis R. Foster

Produced by
WILLIAM H. PINE
and
WILLIAM C. THOMAS



"Hollywood columnists say this is Barbara Stanwyck's best with a change of pace for her in a warm and sympathetic part. Sort of a 'Stella Dallas' role for Barbara and the picture's got suspense like 'Sorry, Wrong Number.' And I'm going to see it, too, because she's co-starred with John Lund."

"We fans love this kind of a big Technicolor outdoor picture! Sure remember the thrills I got in 'California' and I hear this one's got plenty like it. Fast action, explosion of a huge arsenal and a fire that sweeps an entire mountain!"

PUT THAT PARAMOUNT SPRING IN YOUR WHOLE SHOW WITH PARAMOUNT NEWS AND SHORTS!

Jersey Allied Meets June 15

At a general membership meeting here yesterday, New Jersey Allied set June 15-17 for the holding of the organization's annual convention at the Traynor Hotel, Atlantic City.

According to New Jersey Allied president Wilbur Snaper, it was reported at the meeting that the consensus among New Jersey Allied members is that theatre business dropped 18 per cent in the state compared to a year ago, at which time, it was estimated, a drop of 10 per cent was recorded as compared with the previous year. Snaper reviewed for the meeting the progress being made on the industry's drive for repeal of the 20 per cent Federal admission tax.

Quimby Directors Get Eight-Year Contracts

HOLLYWOOD, Feb. 27.—William Hanna and Joseph Barbera, co-directors for the Tom and Jerry cartoon series, have signed an eight-year contract with M-G-M, according to Fred Quimby, producer of the series.

Korda-Selznick

(Continued from page 1)

to Earth." The Selznick application, which is returnable today before Judge Kaufman, contended that the version departs from the original, detracts from Jennifer Jones' professional standing, and lists other objections.

The dispute involves an agreement by which Korda was given Eastern Hemisphere rights to Selznick's "Portrait of Jennie" and "The Paradine Case" in return for Western Hemisphere rights to Selznick of Korda's "The Third Man" and "Gone to Earth." Korda also received the services of Joseph Cotten, Miss Jones (Selznick's wife) and Alida Valli, Selznick stars, and advisory services from Selznick.

Korda brought the action, alleging breaches of the original agreement and seeking a better share of distribution income from his pictures here. In filing in the United States court, Korda submitted to its jurisdiction and thus could be restrained from licensing his own picture in Britain and elsewhere in the Eastern Hemisphere in the event the injunction is granted to Selznick. However, the dispute over the acceptability in its present form of "Gone to Earth" is one of the matters which the two have agreed to submit to arbitration.

Accept for 20th's Meet

(Continued from page 1)

Century-Fox's plan for increased showmanship, and open-forum discussions on attracting greater attendance at theatres.

Additional exhibitor acceptances are:

Emil Bernstecker, James Gregory, John Doerr, Harry Arthur, Van Nomikos, Eddie Arthur, Joe Blumenfeld, Myron Blank, Marc Wolf, G. Ralph Branton, A. C. Myrick, Dale Danielson, C. Elmer Nolte, Harry Brandt, Fred Schwartz, Max Cohen, Dan Murphy, James Booth, Wilbur Snaper, Morris Finkel, T. M. McDougald, Elmer Rhoden.

Also Ralph Adams, Ed Haas, James Long, Leon Robertson, Fred Souttar, John Meinardi, W. J. Souttar, L. A. Breuninger, C. C. Murray, George I. Hunter, Vic Jones, Don Douglas, Martin Mullin, Larry Bearg, Robert J. Libson, Louis J. Finske, M. M. Mesher.

Reviews

"Perfect Strangers"

(Warner Brothers)

THE latest vehicle for Ginger Rogers is a romantic drama about two married persons who meet and fall in love while serving on a murder trial jury. Dennis Morgan shares the lead with Miss Rogers, with others in the cast including Thelma Ritter, Margalo Gillmore and Anthony Ross. The picture has some good moments of humor and pathos which suggest exploitable angles, but generally it is wanting in freshness and a sense of dramatic momentum.

The trial involves a man accused of having killed his wife for the love of his secretary. As the case proceeds, the attraction between Miss Rogers and Morgan deepens. The jury of 12 which the screenplay of Edith Sommer has created forms an amusing cross-section. There is the aging Lothario, a truck driver's simple-minded wife, a snob, a would-be comedian, a sourpuss, etc. It is the antics of these jurors that round out the story. Anyone who has served on a jury will find a sense of amused recognition as the jury goes through its paces.

As the story draws to a close the accused man is acquitted, thanks largely to the persuasive efforts of Morgan and Miss Rogers. The problem now at hand is whether jurors Morgan and Miss Rogers should seek divorces in order to marry one another or return to their respective spouses. After weighing the matter, they decide on the latter alternative.

Jerry Wald produced and Bretaigne Windust directed from a story based on a stage play by Charles MacArthur and Ben Hecht.

Running time, 88 minutes. General audience classification. Release date, March 25.

MANDEL HERBSTMAN

"Quicksand"

(Stiefel—United Artists)

THE lesson that crime does not pay is driven home with melodramatic forcefulness in "Quicksand." Tautness of direction and brisk action combine to lift this routine melodrama high in its category. Mickey Rooney has the lead, with Jeanne Cagney and Barbara Bates providing the attractive feminine support, while Peter Lorre adds his familiar touch of passionless evil.

Rooney, a garage mechanic, is launched on his unfortunate adventure when he decides to take some money from his boss's cash register in order to impress Miss Cagney on their first date. Rooney has every intention of putting the money back on pay day. The auditor, however, makes an unexpected visit to the garage, and in order to get the money back, Rooney buys a watch on the installment plan and then hocks it. The deal gets him into more difficulties and soon he sinks deeper and deeper into dishonest maneuvers. Presently he commits a holdup and then Lorre tightens a blackmailer's clutch upon him. To appease Lorre, Rooney steals a car for him and finally he winds up by killing a man.

At this point in the original screenplay by Robert Smith, Rooney's fair-weather friend, Miss Cagney, deserts him, while Miss Bates rallies to his aid. The story reaches a climax in Rooney's wild flight from the police. The officers finally catch up with him and it is discovered that the man Rooney presumably had killed was actually only badly shaken. At the final curtain, Rooney, at worst, faces only a few years in prison with, of course, Miss Bates waiting for him.

A Samuel H. Stiefel production, it was produced by Mort Briskin and directed by Irving Pichel.

Running time, 79 minutes. General audience classification. Release date, March 24.

M. H.

"Young Daniel Boone"

(Monogram)

Hollywood, Feb. 27

FRONTIER warfare is given an interesting and effective treatment in this historical tale of young Daniel Boone in 1755. Produced in Cinecolor by James S. Burkett from a script by Clint Johnson and Reginald LeBorg and directed by the latter, the picture is alive with action and Indians and is certain to be popular with children as well as educational.

The part of young Boone is played by David Bruce, with Kristine Miller as the girl who ultimately becomes Mrs. Boone. Boone, as a scout, is sent into the wilderness to locate possible survivors of an Indian massacre. He learns that two girls are being held by the Indians, and is joined in his quest by a French officer who, while supposedly friendly, betrays the party into Indian captivity. Exercising the ingenuity long associated with his name, Boone manages to extricate himself and the girls from their predicament, killing the traitor meanwhile, and bringing his companions to safety.

Running time, 71 minutes. General audience classification. Release date, not set.

'Brotherhood'

(Continued from page 1)

Maury Goldstein, Monogram; Monroe Goodman, Paramount; Harry Marcus, Republic; Jack McInerney, United Paramount; Bob Mochrie, RKO; John O'Connor, Universal.

Also Pat Scollard, Paramount; L. V. Schlaifer, Eagle-Lion; Pincus Sober, Loew's.

Fourth Fireless Year

(Continued from page 1)

John B. McCullough, director of the department, credits the record to the association's field work and to the co-operation of regional directors and exchange personnel.

Under the program's self-regulatory system, each of the companies' exchanges is inspected monthly.

TVA Letter Again Asks SAG Board For 'Joint Action'

Charging that the Screen Actors Guild has "taken a backward step on the road to peace," making it "extremely difficult" to resolve the current jurisdictional dispute over television film talent, Television Authority, organized by the majority of the "4A's" talent unions, has again urged the SAG to "reconsider its position so that we can go forward in the interests of our joint membership."

The accusations and the plea highlight a letter which George Heller, national TVA executive secretary, has sent to the SAG's board in Hollywood.

Faris to Report on COMPO's Tax Fight

HOLLYWOOD, Feb. 27.—Marvin Faris, executive secretary of the Society of Independent Motion Picture Producers, will report on the progress in COMPO's tax fight at the regular meeting of the Motion Picture Industry Council on Wednesday.

Roy Brewer, who takes over from Ronald Reagan as chairman on Wednesday, is expected to report on his recent meeting with industry executives in New York on the use of funds frozen abroad. Paul Grosse, president of the Society of Motion Picture Art Directors, will be confirmed as co-chairman to succeed Brewer.

Social Security

(Continued from page 1)

House would require owners of theatres which use name bands on their stage shows to pay social security taxes for the bandsmen. The bill would classify these players as "employees." The MPAA will ask the Senate Committee to leave unchanged the present law which classifies these bandsmen as "independent contractors" for whom the theatres have no social security liability.

WANTED

FOR STEALING ARIZONA



THE BARON OF ARIZONA

ALIAS: JAMES ADDISON REAVIS

ALIAS: VINCENT PRICE

DESCRIPTION:

The Most Fascinating and Fabulous Swindler of Our Time

REWARD:

Two Hours of Thrilling Entertainment

SIMPP to Meet On COMPO Action, US-UK Film Pact

HOLLYWOOD, Feb. 27.—Board of directors of the Society of Independent Motion Picture Producers is expected to convene here shortly to act on the organization's participation in the Council of Motion Picture Organizations and to take up the matter of the forthcoming re-opening of the Anglo-American films agreement. SIMPP president Ellis G. Arnall is scheduled to leave Atlanta for here early this week.

Arnall and Eric A. Johnston, president of the Motion Picture Association of America, in the past have been in touch with each other on matters pertaining to the British negotiations and, presumably, SIMPP will be informed of the developments at today's meeting of company presidents in Miami. Additionally, since SIMPP is a separate party to the trade agreement, Arnall has had correspondence with Harold Wilson, president of the British Board of Trade. A mutually agreeable date for the sessions with the British will be sought.

SIMPP has yet to decide on its delegates to London but the indications have been that they will include Arnall and James Mulvey, president of Samuel Goldwyn Prod., who participated in the original negotiations two years ago. Mulvey at present is vacationing in Miami.

MPAA Talks

(Continued from page 1)

who also is a member of the MPAA committee for review of the British agreement, was unable to attend the meeting, having been called to Hollywood on business over the weekend.

The conferees declined to issue a statement at the close of today's meeting beyond confirming that arrangements for their impending visit to London were discussed, along with other film export matters. Indications are that the meeting will be concluded tomorrow as Johnston and O'Hara have tentative arrangements to return to Washington then. Balaban, Hazen, Skouras and Schenck probably will remain here until the end of the week.

James A. Mulvey, who represented the Society of Independent Motion Picture Producers at the original London negotiations which developed the remittance agreement, also is visiting here but it could not be learned whether or not he attended today's meeting. It is expected that Mulvey will again be a SIMPP delegate to the coming London negotiations.

KEEP
YOUR EYE
ON...



Damon Runyon's
**JOHNNY
ONE-EYE**

Produced by Benedict Bogeaus
thru U. A.

New Hope for U. S. Aid

(Continued from page 1)

interpretation by Barron of Snyder's attitude."

Barron, a member of the tax committee of the Council of Motion Picture Organizations, told Snyder of the serious effect which the 20 per cent admission tax is having on theatre attendance, and stressed that the tax falls most heavily on the lower income groups. He said the industry realized the Treasury's need for revenue, but felt that removal of the tax would result in an upsurge of business, possibly making motion pictures available to "millions" who because of present prices cannot attend or attend only occasionally.

"Because this 20 per cent tax has become increasingly unpopular with our patrons and has so sharply affected the business of every theatre in the nation, we have found most members of Congress most sympathetic with our problem," Barron said. "It is good to know that the Secretary of the Treasury shares this concern on the part of the Congress."

"Cinderella" got off to a rousing start at the Mayfair where the first week's business is estimated at \$56,000. "Three Came Home" at the Astor promises to bring in about \$40,000 in its first week, which is strong business, although a higher figure had been expected. "Stage Fright," with a stage presentation at the Music Hall, has about \$115,000 indicated for its first week and this, too, is somewhat disappointing.

NY 1st-Runs Off

(Continued from page 1)

ice and rain keeping many potential customers at home.

"Malaya" with Blue Barron's orchestra on stage is fairly strong with \$62,000 apparent for the first week. "Woman in Hiding" is fair at the Criterion where the first week's take is estimated at \$16,000.

'Malaya' Fairly Strong

Among the better holdovers is "Third Man," which probably will give the Victoria about \$30,000 in a fifth week. "The Outlaw" lost considerable ground at the Globe where \$28,000 is in view for the second week. This still is good business, however.

"Chain Lightning" with the Latin Quarter revue on stage at the Strand is holding up well enough with \$40,000 in prospect for a second week.

"When Willie Comes Marching Home" with Allan Jones topping the stage bill might reach \$50,000 in a sluggish second and final week at the Roxy. It will be replaced by "Mother Didn't Tell Me," on Friday. "Key to the City" should do about \$13,000 in a slow fourth week at the State.

Hope Opens Tomorrow

The Paramount anticipates big things with the Bob Hope and Jane Russell stage show which will open tomorrow with "Captain China" on the screen. The house has hired six extra doormen and 40 extra ushers for the engagement and will open its doors at eight in the morning with six full shows on schedule. Hope and his caravan, including Les Brown's orchestra, did break-in shows in Worcester and Springfield, Mass., on Sunday and yesterday. The Paramount's current tenant, "Paid in Full," with Johnny Johnston and Boyd Raeburn's orchestra on stage, will wind up its second and final week tonight with about \$50,000 on the books, representing modest business. "Samson and Delilah" is leveling off at the Rivoli where the 10th week's income is estimated at \$24,000.

At the Park Avenue, "The Astonished Heart" is drawing consistently good business, figured at \$10,000 for the second week. "Tight Little Island" at the Trans Lux promises to

hit \$7,500 in a good ninth week. "Fallen Idol" gave the Sutton \$8,900 in a handsome 15th week. "Red Shoes" at the Bijou, still drawing good money, figures to take about \$8,700 in its 71st week.

'Woman,' 'Rosie,' 'Sad Songs' Are Booked by Music Hall Here

Columbia's "A Woman of Distinction" has been booked by Radio City Music Hall to follow the current "Stage Fright." Warners' "The Daughter of Rosie O'Grady" will be next, as the Easter presentation, and this will be followed by Columbia's "No Sad Songs for Me."

Schine Divests Another

CLEVELAND, Feb. 27.—Schine circuit has relinquished the 250-seat Star Theatre at Delaware, Ohio, to Ray Watts. Schine retains the 800-seat Strand there.

Mexico Demands Free Prints on All Films

Mexico City, Feb. 27.—All Mexican producers and all distributors of foreign pictures in Mexico have been ordered by the Cinematographic Supervision Department, headed by J. J. C. Lopez, to give it a print of every picture, from feature to newsreel, which they made or imported last year, and must continue such donations.

The Department explained that it wants the prints to found a cinematographic library, like that maintained by the U. S. Government.

Harlan Ordered

(Continued from page 1)


the New Harlan Theatre, Harlan, Ky.

In the same order, the court overruled motions by the defendant to dismiss the suits for lack of Federal jurisdiction and to compel more particulars of the claims. An order was also signed by Judge Ford consolidating the three cases as having common questions of law and fact.

Price Coomer is operator of the theatre.

Attorneys for each of the distributors are: Paxton and Seasongood of Cincinnati, and Harbison, Kessinger, Lisle and Bush of Lexington. Sargoy and Stein of New York are of counsel.

WARNER BROS. TRADE SHOW MARCH 6th



BARRICADE
COLOR BY **TECHNICOLOR**
DANE RAYMOND
CLARK MASSEY

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Govenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney Ave. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'enca Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.



DIRECTED BY PETER GODFREY

WRITTEN BY WILLIAM SACKHEIM

PRODUCED BY SAUL ELKINS

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 67. NO. 40

NEW YORK, U. S. A., WEDNESDAY, MARCH 1, 1950

TEN CENTS

Arbitration Proposal Up At TOA Meet

**Leaders Convening Here
Today for 2-Day Session**

The 13-member executive committee of the Theatre Owners of America, meeting here today and tomorrow, will vote on a request by TOA executive director Gael Sullivan and general counsel Herman Levy that the two be authorized to urge distribution company presidents to initiate hearings on the desirability of a system of industry arbitration and ascertain how objections to such a system may be solved.

Another item on the meeting agenda is a vote on ratification of the organization's participation in the Council of Motion Picture Organizations. It is expected that TOA will approve COMPO "in principle."

According to pre-meeting opinions, the executive committee conclave will adjourn tomorrow with reservations
(Continued on page 4)

Jordan Quits MPA; Spiegel Takes Post Officially on July 1

Marc M. Spiegel, RKO Radio foreign department aide for the past four years, will succeed Marian F. Jordan as Motion Picture Association of America representative in Germany, it was announced here yesterday by John G. McCarthy, MPAA vice-
(Continued on page 6)

Johnston Sees UK Decisions Today

Washington, Feb. 28.—Decisions on arrangements for a review of the Anglo-U.S. film remittance agreement are expected within 24 hours, Eric Johnston, Motion Picture Association president, said today on his return here from Miami, where he met on Monday with members of the organization's British negotiating committee.

Johnston declined to elaborate on that statement, beyond saying that "No decisions had been reached" at the Miami meeting.

300 Variety Reservations to Date Cited as a Pre-Convention Record

Dallas, Feb. 28.—Variety International headquarters here reports that the advance registration for the forthcoming 14th annual convention, to be held in New Orleans April 26-29, has already reached 300, a pre-convention record for the organization. One thousand are expected to attend.

The New Orleans executive committee, headed by N. L. (Turk) Carter, has been holding weekly meetings to coordinate the various activities and to formulate the program.

R. J. O'Donnell, chief barker and Chick Lewis, convention director, are scheduled to meet with the New Orleans committee again sometime in mid-March, at which time all convention plans will be finalized.

A new addition to Variety Club conventions will be a get-together dinner of the newly-organized Hey-Rube Club, which consists of all past chief barkers.

Bill Would Clear Sound Track Import Troubles

WASHINGTON, Feb. 28.—Rep. King (D., Calif.) has introduced in the House a bill to make it possible for film companies to use magnetic sound film or magnetic tape on films shot overseas. The bill is sponsored by the Motion Picture Association of America.

The Tariff Act of 1930 taxes film imports at three cents a foot for exposed and developed negatives, two cents for exposed but undeveloped negatives, and one cent for positives. These rates were cut in half under a 1942 reciprocal trade agreement. They apply both to the picture portion and to the photographic sound track, usually imported separately.

Recently, new processes have been developed for recording sound, includ-
(Continued on page 4)

20th Meet to Hear Rembusch, Pinanski

Samuel Pinanski, president of Theatre Owners of America, and Truman Rembusch, president of Allied States, will address exhibitors at the 20th Century-Fox "Showmanship Meeting" to be held in Chicago, March 8-9.

Both are scheduled to speak at the opening session when the conclave will hear addresses of welcome and an outline of the purpose of the meeting from president Spyros P. Skouras of 20th Century-Fox. Other addresses will be given by company vice-presi-
(Continued on page 6)

TECHNICOLOR DECREE SIGNED, CLOSING CASE FILED IN 1947

MGM Campaigns in Work for 26 Films

With release dates of forthcoming Metro-Goldwyn-Mayer productions scheduled to the end of August by William F. Rodgers, sales vice-president, plans for national exploitation campaigns to give individual promotional value to the new product are being completed by Howard Dietz, advertising-publicity vice-president.

Dietz, following conferences on the campaigns in New York, will leave here Friday to join Rodgers at the Coast studio to discuss selling plans with Louis B. Mayer, Dore Schary
(Continued on page 6)

LOS ANGELES, Feb. 28.—Federal Judge William C. Mathes this afternoon signed the anti-trust judgment against Technicolor, Inc., submitted to him last Friday by government and company counsel, closing the case against the corporation filed on Aug. 18, 1947.

The signing followed minor changes in wording ordered by Mathes, but no changes in meaning, fact or import were entailed.

Salient details of the decree appeared in Monday's MOTION PICTURE DAILY.

Weller Criticizes Decrees

LOS ANGELES, Feb. 28.—Fred A. Weller, counsel and executive secre-
(Continued on page 6)

Says Treasury Tax Views Should be Told

**Myers Urges Owners to
Send Them to Capital**

WASHINGTON, Feb. 28.—Exhibitors contacting their Congressmen on admission tax relief should play up the attitude of the Treasury Department as relayed yesterday to Carter Barron, Loew's Eastern division manager, according to Abram F. Myers, chairman of the tax committee of the Council of Motion Picture Organizations.

After a conference with Treasury Secretary Snyder, Barron said the Treasury's attitude was "sympathetic" and that the administration's stand was not "frozen" on any particular excise but rather that any industry which could make out a hardship case would be considered for relief.

Myers said COMPO would send
(Continued on page 6)

Tells Solons Ticket Tax Makes Treasury Lose \$125,000,000

DETROIT, Feb. 28.—A loss to the U. S. Treasury of "at least \$125,000,000" in income taxes from American theatres annually is attributed to the Federal admission tax in statistics prepared by E. R. Holtz, president-treasurer of the Grand Riviera Theatre Co. of this city.

The statistics were presented to
(Continued on page 6)

SIMPP Meeting on UK, Compo Tomorrow

Hollywood, Feb. 28.—Membership meeting of the Society of Independent Motion Picture Producers has been set for Thursday at Lucey's Restaurant here with the agenda including a vote on ratification of the Council of Motion Picture Organizations and plans for the reopening of the British remittance agreement. SIMPP president Ellis G. Arnall was due here tonight from Atlanta.

Personal Mention

BEN GOETZ, head of M-G-M's British production, left here yesterday for the Coast.

WILLIAM B. ZOELLNER, M-G-M short subject and reprint sales manager, will be in Washington next week from New York, before touring the South and Southwest.

EDWARD L. HYMAN, **SELIG J. SELIGMAN** and **SIMON B. SIEGEL**, United Paramount Theatres executives, arrived in Los Angeles yesterday from Phoenix.

JACK KINGSLEY, of the Warner home office publicity department, and **MRS. KINGSLEY** became the parents of twin boys, born Saturday at Holy Name Hospital here.

CHARLES LEVY and **LEO SAMUELS** of Walt Disney Productions have returned here from Chicago.

SAM GALANTY, Columbia Mid-East division manager, left Washington yesterday for Pittsburgh.

HOWARD HURTY, M-G-M publicity representative, is in San Francisco from Hollywood.

RKO Promotes One And Transfers Four

Following the promotion of Harold Heller to city manager of RKO Grand Rapids' theatres, four managers of RKO Brooklyn theatres were shifted to new posts in the Brooklyn area. **Edward McGlone** becomes manager of the RKO Dyker; **C. Edward Force** moves to RKO's Bushwick; **Joseph Goldberg** to the Shore Road, and **Myron Feltheimer** to the RKO Orpheum.

MGM Cancels Texas Film

HARTFORD, Feb. 28.—M-G-M has cancelled a proposed picture, "Yankee in Texas," which would deal with the removal of the Chance Vought Aircraft Plant from Stratford to Dallas. Announcement resulted in a protest from **Francis S. Murphy**, chairman of the Connecticut State Development Commission, on the grounds that depicting the loss of an industrial plant would put the state in a bad light.

MPAA Asks 'Thief' Cuts

Cuts in **Vittorio De Sica's** "The Bicycle Thief," Italian production, have been demanded by the Motion Picture Association of America before the film can be given a certificate of approval, according to **Mayer-Burstyn**, U. S. distributor. De Sica has refused to allow cuts, it was said.

Mrs. Theresa Reed, 71

WASHINGTON, Feb. 28.—**Mrs. Theresa A. Reed**, 71, mother-in-law of **Arthur De Titta**, assignment editor of 20th Century-Fox Movietone News, died Monday in this city. Funeral services will be held here at Sacred Heart Church tomorrow at 9 A.M.

Non-Formula Films Can Win 'Lost Audiences': Kramer

Confident that independent production will surmount the numerous financial and other obstacles confronting it, **Stanley Kramer** said yesterday the unaffiliated producer has a "contribution" to make to the industry and his continued existence is vital if films still are to be regarded as an "art form."

Kramer told a luncheon-meeting with the trade press at the Stork Club here that he champions the cause of "breaking the pattern" in screen material on the belief that unconventional fare, if good, will have as one of its results the return of the so-called lost audience. Recognizing that the approach is not infallible, he said a few successes will justify an occasional miss-out.

Kramer's first production, "So This Is New York," admittedly came within the latter category. But he followed this with "Champion" and "Home of

the Brave," both of which were successful, particularly in view of their limited budgets.

His newest is "The Men," budgeted under \$600,000 and set for release by United Artists in August. The theme centers around paraplegic war veterans. He plans production of "Cyran de Bergerac," rights to which he acquired from **Sir Alexander Korda** with frozen sterling, at Motion Picture Center, Hollywood, on July 1. This will be followed by one as yet untitled and which will wind up his five-picture commitment with UA.

Among others at the luncheon-meeting yesterday were **George Glass**, vice-president of **Stanley Kramer Productions**; **George J. Schaefer**, Kramer's sales chief; **Howard Le Sieur**, UA director of advertising-publicity; **Al Tamarin**, UA publicity head, and **Francis Winikus**, advertising manager.

Selznick-Korda Tilt To Patterson Today

Federal Judge **Irving Kaufman** yesterday reserved decision in U. S. District Court here on **David O. Selznick's** application for a temporary injunction to halt **Sir Alexander Korda** from licensing the Eastern Hemisphere version of Korda's "Gone with the Wind."

The jurist recommended at the same time that the dispute over the film be arbitrated along with the one introduced by Korda over distribution of his "The Third Man" in the Western Hemisphere. Initial arbitration proceeding in the Selznick-Korda disagreement is scheduled for today at the office here of former Secretary of War **Robert P. Patterson**, whom Judge Kaufman appointed arbitrator.

Yesterday **Louis Frohlich** of the New York law firm of Schwartz and Frohlich, contended that the legal move by Selznick was a violation of the arbitration agreement. Additionally, Frohlich maintained, distribution rights that have been in dispute between the parties pertained to the Western Hemisphere, not the Eastern.

Reisman Drive to Start at Weekend

RKO Radio's foreign department will conduct the 1950 "Phil Reisman Drive" from March 5 to June 3, named for the company's foreign sales vice-president.

Heading the drive committee is **Bob Hawkinson**. **Jack Kennedy** is captain, and committee members are **Bev Lion**, **Ned Clarke**, **Don Prince**, **Harry Ehrreich**, **Arthur Herskovitz**, **Mel Danheiser** and **Al Stern**.

In Filmack TV Post

CHICAGO, Feb. 28.—**Louis Livingston**, formerly a newspaper promoter, has been appointed to head Filmack's television department.

UK Board Forces Showing of Film

LONDON, Feb. 28.—A Board of Trade "selection committee" has approved for exhibition **Filippo del Giudice's** "Change of a Lifetime," reportedly a picture with good-natured leftist propaganda, which had not secured circuit booking or a distribution deal after five months of negotiations.

Under the Quota Act, the Board of Trade now may compel one of the three major circuits to give the picture a first-feature booking, whether they like it or not. It is likely that **D. J. Goodlatte** of Associated British Cinemas and **John Davis** of the Cine Organization will draw lots to see which one plays the picture.

O'Donnell to Attend Dinner for Ullman

ALBANY, N. Y., Feb. 28.—**Robert J. O'Donnell**, chief barker of Variety International, will make his first visit to Albany to attend the dinner of Tent No. 9, given Friday night at the DeWitt Clinton Hotel for **Saul J. Ullman**, retiring chief barker. **Si Fabian**, **Ted Gamble**, **A. W. Schwalberg**, **Ted O'Shea**, **John O'Connor**, **Irving Wormser**, **Nat Levy**, **Nate Nathanson**, **Bernard Kranze** and **Leon J. Bamberger** are among those making reservations to attend.

Granada Circuit Nets \$680,000 for 1949

LONDON, Feb. 28.—The Granada Circuit reports a trading profit of £227,617 (\$680,000) for the year ended Sept. 30, 1949, compared with a profit of £201,667 for the previous year. The 48-theatre circuit is headed by **Sidney L. Bernstein** who, in his annual report, strongly condemns the 38 per cent entertainment tax, adding, however, that the tax cannot "be blamed for all the industry's ills."

Newsreel Parade

THE British elections are a highlight in all current newsreels. Other items include military maneuvers by the U. S. and Canada, sports, carnivals and the weather. Complete contents follow:

MOVIETONE NEWS, No. 18—British elections. U. S. pilgrims in Rio. U. S.-Canadian simulated warfare. Carnival in Rio. Racing at Santa Anita. Baseball: umpire school. Marineland story.

NEWS OF THE DAY, No. 252—Election in Britain. U. S. and Canada join in Arctic maneuvers. Carnival in Rio. Underwater census. School for umpires. Big upset in turf classic.

PARAMOUNT NEWS, No. 55—Florida turf thriller. Denver: Stack explosion. British Labor government faces days of crisis. Wrestling: Jerry Lewis and chimpanzee. U. S.-Canadian Arctic maneuvers.

TELENEWS DIGEST, No. 9-A—British elections. Coal crisis. Poland: Spy trial in Warsaw. Danish ship towed into Copenhagen Harbor. Scale model of new world capital shown by U. N. New York: Icy fingers of Jack Frost. Ice in Berlin streets.

UNIVERSAL NEWS, No. 330—U. S. and Canada join in winter maneuvers. British election. Press photographers awards. Carnival in Brazil. School for baseball umpires. Social notes at Marineland.

WARNER PATHE NEWS, No. 57—World news: British election. "The Hasty Heart" wins press award. U. S.-Canadian military maneuvers. Hula school in Hawaii. Florida: porpoises. Sports: school for baseball umpires; Santa Anita Handicap; Widener Handicap.

Johnston Hits Back At Cousins' Charges

An editorial in the *Saturday Review* by **Norman Cousins**, who charged that American films sent abroad presented a distorted view of American life is answered by **Eric A. Johnston**, president of the Motion Picture Association of America, in the same publication, dated March 4.

Johnston charges that **Cousins'** indictment of U. S. films was a blanket one with authority for his charges unidentified and with specific pictures unnamed.

Veterans Praise SAG For Entertainment

Commendation of the Screen Actors Guild's efforts to provide entertainment for hospitalized veterans was voiced in a resolution passed by the national planning committee of the American Veterans Committee at a recent Washington meeting.

Four Legislatures Adjourn; No Damage

WASHINGTON, Feb. 28.—Special sessions of four state legislatures have adjourned without damage to the film industry, according to Motion Picture Association of America legislative representative **Jack Bryson**. The states were Georgia, Idaho, Texas and Wyoming. In Georgia, a censorship bill died in committee, while nothing threatened in the other three states.

ANOTHER HIGH HONOR FOR M-G-M!

FOLLOWING directly after its winning
***FIRST** place in Photoplay Magazine Awards,
M-G-M now acknowledges with pride
LOOK Magazine Medals for
TOP producer of the year, Dore Schary, and
TOP director of the year, William Wellman.
IT is fitting that while their production of
M-G-M's "BATTLEGROUND" is thus again
HONORED by the press, the public has made it
M-G-M's Biggest grosser in seven years!
"BATTLEGROUND" has that extra virtue of
HUMOR and lusty fellowship that
SETS it apart from all so-called war pictures.
THE warmth and laughter of packed theatres
IS the signal to those who have it booked
TO hold extra time for all to see it.

**In Photoplay Magazine's Popularity Poll
M-G-M won 2 out of 3 Top Awards!*

NEWS in Brief . . .

A SPEAKING tour of eight cities in Florida and Texas will be made this month by Maurice N. Wolf, assistant to M-G-M exhibitor relations chief H. M. Richey. He will speak before Rotary and Kiwanis groups in behalf of M-G-M's public relations.

San Francisco, Feb. 28.—Frank Jenkins, former 20th Century-Fox publicist, has been appointed Northern California field representative for Paramount, with headquarters here. He left here today for Fresno, his first stop on a tour of the territory in behalf of "Samson and Delilah."

Los Angeles, Feb. 28.—Charles P. Skouras, president of National Theatres and a group of executive aides will leave here by plane on March 7 for Milwaukee, the first stop on a circuit-wide tour to launch the eighth Charles Skouras Showmanship campaign, which will open March 10.

Ottawa, Feb. 28.—Operation of five Ontario drive-ins formerly under the control of the Ochs Management Co. has been assumed by 20th Century Theatres. The outdoor theatres are at Oshawa, Peterborough, Britannia Beach and two in the Toronto area.

Albany, N. Y., Feb. 28.—Motion picture houses are specifically excluded from a bill, introduced by Sen. Samuel Greenberg, Brooklyn, which would permit operators of legitimate theatres to obtain liquor licenses.

Changing 'Outlaw' Copy

Atlanta, Feb. 28.—William K. Jenkins, president of Georgia Theatres, Inc., operating the Fox Theatre where "The Outlaw" was booked to play and later cancelled by Jenkins on account of the way the picture was played up on posters, has again booked the film after RKO Radio said it would change the copy.

Review

"Stars in My Crown"

(M-G-M)

A S native as hot dogs and apple pie, "Stars in My Crown" is a heart-warming story of grass roots America. As such, its principal—and probably most widespread—appeal will be to the myriad families who are, in fact, the grass roots. They will understand it better and appreciate it more than their urban counterparts.

This film, based on a novel and adaptation by Joe David Brown, in its way is synonymous with the growth of small town America in the period immediately following the Civil War. The Southern town of Walesburg is the scene of the homespun story, placid and even routine for most of its way until it erupts into racial bigotry directed by hooded riders toward a dignified old Negro and then dies before the point of actual explosion is reached.

Marshall Thompson is the occasional narrator. He is the adult voice of young Dean Stockwell who lived and grew up in Walesburg and thereafter was never able to tear its place out of his memories or his heart. To this town comes Joel McCrea, Civil War veteran now restored to his peacetime avocation—that of a pastor. The story proceeds to unfold how he establishes himself as minister, marries Ellen Drew, adopts and raises his nephew, Dean, shepherds his flock, builds his church, earns his place among the townspeople and conveys to them the meaning of the spiritual.

It also tells of a greedy owner who first attempts to steal for a pittance the land owned by Juano Hernandez, the Uncle Famous whom the men folk knew as boys and how McCrea thwarts a lynching by reading the Negro's will in which he leaves his earthly belongings to the men who are prepared to hang him for the possessions he voluntarily is prepared to leave them. Only there is no will; the sheets of paper are blank. Thus, McCrea, relying on faith and its persuasion, restores calm and neighborliness to his community.

The second dramatic highlight deals with an outbreak of typhoid and pits McCrea, the man of faith, against the man of medicine—James Mitchell, the town doctor—evaluates them and their callings and finds room for both with the scales tipping in the direction of the former.

But, in the main, the mood is quiet and devoid of excitement. "Stars in My Crown" is an American pastoral, always wholesome, generally nostalgic and sometimes dull. Transient ticket buyers are conditioned to look for entertainment more vibrant so that this attraction is not for them. But away from metropolitan centers, the best guess is this film will find open arms ready to embrace and welcome it.

Principal performances are competent. The production atmosphere appears authentic. Jacques Tourneur, who directed for producer William H. Wright, delivers nicely from a screenplay by Margaret Fitts.

Running time, 89 minutes. General audience classification. Release date, not set. **RED KANN**

Kerner Returns to Coast

Lew Kerner, executive talent director for Samuel Goldwyn, has returned from New York to the Coast, following the reopening of the company's Eastern talent and story department, with the return of Mrs. Carolyn Willoughby Stagg as Eastern representative.

Paramount Sets 13 Shorts for Spring

Thirteen Paramount short subjects have been scheduled for release during April, May and June, by Oscar A. Morgan, general sales manager for shorts. One subject will be released each week.

April releases will include: Paramount Champion, "Three Bears In a Boat"; Grantland Rice Sportlight, "Start 'Em Young"; Paramount Pacemaker, "Sing Me Goodbye" and Screen Song, "Win, Place and Showboat." May releases: Champion, "Yankee Doodle Donkey"; Popeye, "Beach Peach"; Screen Song, "Jingle, Jangle, Jungle," and Noveltoon, "Tarts and Flowers."

For June: Rice Sportlight, "Down Stream Highway"; Noveltoon, "Ups an' Downs Derby"; Pacemaker, (not yet titled); Popeye, "Jitterbug Jive," and Screen Song, "Heap, Hep Injuns."

Sound Track Imports

(Continued from page 1)

ing magnetic sound film or magnetic tape, and the studios have contemplated using these magnetic systems in shooting films abroad. But the U. S. Customs Bureau has told them the magnetic sound tape imports would be taxed on an *ad valorem* basis, involving much complicated figuring of the sound track's value, rather than the linear foot basis, and the studios have held off using the new processes. King's bill would tax the magnetic sound film or tape on a linear foot basis as the present film sound track is taxed.

The measure was referred to the House Ways and Means Committee, of which King is a member.

DeMille to Plead for 'Samson' Extension

Chicago, Feb. 28.—In an unusual move for a producer, Cecil B. DeMille will appear as a witness in the U. S. District Court tomorrow on behalf of Paramount's petition seeking an extended loop run for "Samson and Delilah."

The producer spoke tonight at a Red Cross dinner at the Stevens Hotel. Among those attending were Y. Frank Freeman, Paramount vice-president, and Donald Hayne, DeMille representative.

TOA Meeting

(Continued from page 1)

on the acceptability of the financing program drafted for COMPO at the last organizational meeting. The recent meeting in Washington of TOA's executives and directors took that attitude on COMPO financing.

Financing of COMPO to the extent of \$600,000 still is opposed strongly by influential TOA leaders. However, the theory prevails that TOA should throw its full weight behind the all-industry goodwill effort, and take up at the next COMPO parley its opposition to a budget as high as \$600,000.

It is expected too that the executive committee will approve all, or virtually all of the proposals for a fair trade practice code which have been drafted by TOA's distributor-exhibitor relations committee, headed by Walter Reade, Jr.

If the proposals are approved, it is likely that an early meeting with distributors will be sought with a view to drafting an actual code.

Due to attend the two-day executive committee meeting, which will be conducted at the Hotel Astor, are: chairman J. J. O'Leary, and S. H. Fabian, Ted R. Gamble, Leonard H. Goldenson, R. J. O'Donnell, Nat Williams, Robert W. Coyne, Morris Loewenstein, Robert R. Livingston, Robert B. Wilby, Max A. Connett, B. D. Cockrill, William F. Ruffin, Sr., and the following ex-officio members: TOA president Samuel Pinanski, Arthur H. Lockwood, Mitchell Wolfson, Sherrill Corwin, Charles P. Skouras, Edward G. Zorn and general counsel Herman M. Levy.

Other matters on the agenda include selection of a 1950 TOA convention city and approval of plans and a budget for theatre television hearings before the Federal Communications Commission.

Goldsmith Gets Title

Rights to the title, "Three Husbands," which had been contested by 20th Century-Fox, were affirmed yesterday to producer I. G. Goldsmith and United Artists by a board of arbitration of the Motion Picture Association of America. Goldsmith returned yesterday to Hollywood.

Nathan Leaves Warner

Ted Nathan, ad copywriter for Warner here, is leaving his post in order to revise a play he has written. Nathan intends to return to motion picture advertising when his writing stint is completed.

PAID

She gave a life for the life she took!

INFULL

A HAL WALLIS PRODUCTION · A PARAMOUNT PICTURE

Based on the startling Reader's Digest story!

My deepest appreciation to
the radio editors who have
again selected me in the
annual Fame poll as

CHAMPION OF CHAMPIONS
and
BEST COMEDIAN

Sincerely,

Jack Benny

London Hears Wilson May Be Transferred From B. of T. Post

LONDON, Feb. 28.—The possibility that Harold Wilson, president of the Board of Trade and principal government officer with whom American film industry representatives had been expecting to review the Anglo-U. S. film remittance agreement, will be transferred to a new post when Ministerial appointments are announced tomorrow, was reported in political circles here today.

High government officials appreciate the desirability of an early meeting with the American industry representatives on the remittance agreement, but all appear to have too many other things on their minds right now.

It is regarded as possible that the American representatives might be received by a government official for exploratory talks at an early date and that they could continue them later with Rupert Somervell, Treasury official.

However, up to today, neither the Board of Trade, the American Embassy or Motion Picture Association of America representatives here have received any word from America suggesting a date for the meeting to review the monetary agreement.

It is stated officially here that the government has no intention of reducing the amount remittable to the U. S. in dollars, despite the devalued pound, when the meeting does take place.

Bill to Repeal Hours Act

FRANKFORT, Ky., Feb. 28.—A bill to repeal the statute fixing the hours of operation of places of entertainment has been introduced in the general assembly here by Henry C. Hale.

Jordan, Spiegel

(Continued from page 1)

president in charge of international affairs.

The appointment will become effective on July 1 when Jordan will assume a managerial post with an MPAA member company.

Until then, Spiegel, who joins MPAA's international division this week, will work with Jordan in Frankfurt. He will sail for Germany on March 11 on the *Ile de France* following conferences in Washington this week and next with State Department, Economic Cooperation Administration and Army officials.

Spiegel handled special assignments at RKO. His most recent one was a four-month mission in Germany where, as home office representative, he set the stage for RKO's resumption of independent distribution in that country. He joined RKO in 1946 following five years of service with the U. S. Armed Forces.

Decree Signed

(Continued from page 1)

tary of the Independent Theatre Owners of Southern California and Arizona, who in his former capacity as a member of the anti-trust division of the Department of Justice investigated and prepared the government's action against Technicolor and Eastman Kodak issued today a four-page release to the press criticizing the government for accepting decrees without imposing penalties.

Review

"Buccaneer's Girl"

(Universal International)

THOSE ingredients which are known to sell tickets are sufficiently stacked up in "Buccaneer's Girl" to provide the film with all the success at the box-office it could reasonably hope for. It's a splashy, colorful adventure show about the pirate Batiste of New Orleans and his fiery vis-a-vis, in this instance, Yvonne De Carlo.

"Buccaneer's Girl" explores no new ground in the way of story material but, after all, the formula has been tested and proven: Spectacular romance, sword-wielding mariners at work in the best fictional tradition, pretty girls and robust men, a few songs, a happy ending, and all wrapped up in color by Technicolor.

The maritime Robin Hood yarn presents Philip Friend as the hero of the work, posing as the notorious Batiste only for the purpose of raiding the vessels of an unscrupulous shipping magnate and turning over the loot to impoverished seamen. The action at sea is done in picturesque fashion and is well staged, under Fredrick de Cordova's direction. Genteel soirees on land give Miss De Carlo opportunity to sing three tunes, "A Sailor Sails the Seven Seas," "Monsieur" and "Because You're in Love," all composed by Jack Brooks and Walter Scharf.

Harold Shumate and Joseph Hoffman wrote the screenplay, from an original story by Joe May and Samuel R. Golding. Robert Arthur produced. Other cast members include Robert Douglas, Elsa Lanchester, Andrea King, Norman Lloyd, Jay C. Flippen, Henry Daniell and Douglas Dumbrille.

Running time, 77 minutes. General audience classification. March release. GENE ARNEEL

Treasury's Tax Views

(Continued from page 1)

bulletins to theatre owners to emphasize this willingness of the Administration to consider industries that can prove need, and to stress that the White House is not irrevocably against a ticket tax cut but might go along if the industry made out a good enough case. Such an argument might be especially convincing with Congressmen who ordinarily are down-the-line Administration backers.

Meanwhile, there were these other tax developments:

Myers said instructions had already gone out to exhibitors who are in the hardship category to bring their cases directly to their Congressmen.

Rep. O'Hara (D., Ill.), a staunch Truman backer, took the House floor to pledge his support of the industry's fight and to predict that all nine Chicago Democrats would vote for repeal. Making a political speech for the Democrats, O'Hara noted that the extra 10 per cent theatre tax was originally intended to expire six months after the end of hostilities, and that the Republican 80th Congress had made the wartime excises permanent by dropping the cut-off date. Over 25,000 of his constituents had sent him "expressions of their growing impatience with this unfair tax," he declared.

The Chamber of Commerce, testifying before the House Ways and Means Committee, urged the Committee to "give high priority to repeal of war increases in excise taxes."

The Chamber also said there was no need of legislation against "collapsible corporations" because the Treasury has gone on record with its intention to tax such projects at the ordinary income tax rates.

National Board of Review Backs Tax Elimination

Elimination of the admission tax is advocated by the National Board of Review in a resolution passed by its directors. The resolution says: "Our Motion Picture Councils throughout the country favor the elimination of this war-time tax. So do many public organizations interested in the cultural value of films to adults and juveniles alike."

Tells Solons Tax Cost

(Continued from page 1)

Michigan Congressmen recently by Holtz, who went to Washington for that purpose. They are based on actual financial reports of three theatres which he owns here, all of which have experienced attendance declines in recent years, which Holtz believes to be attributable in large part to the 20 per cent ticket tax. The consequent decline in corporate earnings of his theatres is reflected in corresponding declines in the amount of income tax paid to the government, Holtz pointed out.

Extending the decline in income taxes paid by his theatres to the thousands of other theatres in the United States which Holtz believes to have been similarly affected, he estimates that continuation of the income tax is costing the Treasury at least \$125,000,000 annually.

After visiting Michigan Congressmen in Washington Holtz said he believes they "are all receptive either to a reduction or elimination of the tax." He strongly urges exhibitors within reasonable traveling distance of Washington to visit their Congressmen personally, particularly any who may be members of the House Ways and Means Committee, and give them the theatres' tax story direct. He believes this especially applies to exhibitors from North Carolina, New Jersey, New York, Pennsylvania, Tennessee, Kentucky, Georgia and Rhode Island, which are represented on the Ways and Means Committee and which are not too far removed from Washington to permit impromptu visits.

Keep Tax Fight Going, E. Pa. Allied Urged

PHILADELPHIA, Feb. 28.—Constant pressure must be applied by theatre men in the all-out effort to have the 20 per cent Federal admission tax removed, Sidney Samuelson, general manager of Allied of Eastern Pennsylvania, told a general meeting of the organization here today.

The "now or never" angle was stressed by Samuelson as he pointed out that despite encouraging reaction from various members of Congress there must be no let up in the industry's fight to repeal the tax.

The general meeting followed a closed board of governors session.

Loew's, 11 Others File FCC Video Notices

Washington, Feb. 28.—Loew's has told the Federal Communications Commission of its intention to take part in the forthcoming theatre television proceedings. It was one of 12 organizations which filed late yesterday. Others were: Allen B. DuMont, Television Broadcasters, Malco Theatres, Comerford-Publix, Kentucky Association of Theatre Owners, New Mexico Theatre Owners, National Association of Broadcasters, Columbia Broadcasting, AG-VA, American Trucking Association, and National Bus Communications.

Climax Talks Today In WB Pay Dispute

The dispute over pay raises for Warner home office "white collarites" will have its third and final hearing today before Federal Mediator L. A. Stone in New York.

Settlement of the dispute through mediation is not regarded as likely by IATSE Motion Picture Home Office Employees Local No. H-63. If an agreement is not reached today the local's next step will be to petition "IA" president Richard F. Walsh for strike permission, according to H-63 executive vice-president Russell Moss.

While the company is understood to be willing to include pay raises in a new contract, the amount it would add to present pay checks falls short of the union's demands.

MGM Campaigns

(Continued from page 1)

and other studio executives. "Included in the promotion plans are unusual merchandising, advertising tieups and exploitation undertakings, the most ambitious for the company since 'Gone with the Wind' and 'Battle-ground,'" the company reported here yesterday.

Among the 26 pictures to be promoted are: "Annie Get Your Gun," "Yellow Cab Man," "Nancy Goes to Rio," "The Duchess of Idaho," "Father of the Bride," "The Reformer and the Redhead," "Outriders," "Stars in My Crown," "Quo Vadis," "Please Believe Me," "Big Hangover," "Dink Stover," "Skipper Surprised His Wife," "Asphalt Jungle," "Summer Stock," "Mystery Street," "Devil's Doorway," "The Miniver Story," "Three Little Words," "King Solomon's Mines," "Kim," "Toast of New Orleans," "Visa," "Crisis," "Right Cross" and "A Life of Her Own."

Rembusch, Pinanski

(Continued from page 1)

dents Al Lichtman, A. W. Smith, Jr., and Charles Einfeld.

The meeting will be covered in the industry press, with the following trade press representatives thus far scheduled to attend:

Chester Bahn, Hye Bossin, Bill Brogden, Walter Brooks, Jay Emanuel, Chester Friedman, Herb Golden, Jack Harrison, Pete Harrison, Sherwin Kane, Red Kann, Mel Konecni, James Jerauld, Chick Lewis, Ray Lewis, Al Picoult, Martin Quigley, Jr., Ben Shlyen, Bob Stahl, Morton Sunshine, Mo Wax and W. R. Wilkerson.

For Motion Picture Projection,
National Carbon announces:

*The brightest, whitest
arc in the world*

"HITEX"

Projector Carbons!

FOR CONDENSER TYPE LAMPS

"NATIONAL" "HITEX" Super High Intensity projector carbons are brand new, another milestone in the development of projection light sources. They are considerably brighter than any other High Intensity projector carbon you can buy. They are much better in color balance. They last longer. They cost less to operate.

If your theatre operates with condenser type High Intensity lamps, investigate the new "National" "Hitex" projector carbons. We believe you will want to use them to get the ultimate in screen lighting.

FOR COMPLETE INFORMATION, WRITE TO NATIONAL CARBON DIVISION,
UNION CARBIDE AND CARBON CORPORATION, DEPT. MP.

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are trade-marks of*

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ATTRACTION
**RADIO CITY
MUSIC HALL**

A
Woman
of
Distinction

with

JANIS CARTER • MARY JANE SAUNDERS • FRANCIS LEDERER • JEROME COURTLAND

Screen Play by Charles Hoffman

Directed by EDWARD BUZZELL • Produced by BUDDY ADLER

Have YOU Ordered Your Tax Trailer from National Screen? Do It today!

FIRST
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DAILYAccurate
Concise
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VOL. 67. NO. 41

NEW YORK, U. S. A., THURSDAY, MARCH 2, 1950

TEN CENTS

**Johnston Plans
'Exploratory'
UK Pact Talks****Has Asked Arnall to
Accompany Him Abroad**

WASHINGTON, March 1.—Motion Picture Association of America president Eric Johnston will probably make an early trip to England, possibly with Society of Independent Motion Picture Producers president Ellis Arnall, to take "preliminary soundings" on the British government's current attitude on remittance arrangements and the film quota.

MPAA officials here emphasized that the decision is not yet final. Though they would not say that the decision was made at this week's Miami meeting of top company officials, it appeared obvious that it was the result of that session.

Johnston is thinking of going "with-
(Continued on page 5)

**Johnston, Myers to
Address 20th-Fox
Showmanship Meet**

Eric Johnston, president of the Motion Picture Association of America, and Abram F. Myers, general counsel of national Allied, have accepted invitations to address the 20th Century-Fox "Showmanship Meeting" in Chicago on March 8-9.

Myers, currently engaged in the admission tax repeal fight on behalf of the Council of Motion Picture Organizations, is expected to bring the group up-to-date on its progress.

In addition to company president
(Continued on page 2)

**Theatres Asked to
Cut Temperatures**

Owners of theatres and other private buildings heated by coal-burning equipment are asked to conform voluntarily to the ceiling of 68 to 70-degree temperatures imposed on public buildings in an order issued by New York state coal conservation authorities. The ceiling applies to weekdays, with a weekend drop to 60 degrees.

**TOA Ratifies COMPO, but
With Budget Reservations****Elect Simpson, Slack
As RKO Directors**

HOLLYWOOD, March 1.—Election of A. D. Simpson, vice-chairman of the National Bank of Commerce, Houston, and Thomas A. Slack, vice-president and general counsel of the Hughes Tool Company, as directors of RKO Radio was announced here today by Ned E. Depinet, president, following a meeting of the board.

The new directors succeed George H. Shaw and J. Miller Walker, whose resignations were accepted at the meeting.

**To Insist on Warner
Booking for 'Thief'**

Joseph Burstyn of Mayer-Burstyn, American distributor of Vittorio de Sica's "The Bicycle Thief," said yesterday he would insist that Warner Brothers live up to its contract to book the prize-winning Italian production despite the fact that the Motion Picture Association of America has denied it a PCA certificate of approval.

The picture is supposed to open at the Princess Theatre, Philadelphia, on March 12, and subsequently is supposed to be booked into other houses of the circuit, according to Burstyn, who disclosed he unofficially was informed it would not be booked with-
(Continued on page 2)

**TREASURY STUDIES HOUSE TAX
TESTIMONY FOR MORE CUTS**

WASHINGTON, March 1.—Secretary of the Treasury Snyder said today the Treasury is studying all testimony given to the House Ways and Means Committee to see if any excises other than those named by the President should be cut. The President did not list the ticket tax in his recommendations.

At his weekly press conference, Snyder confirmed statements made Monday by Loew's Eastern division manager Carter Barron that the Treasury's attitude on the admission tax was not frozen, and that any industries making out hardship cases would be considered for relief.

Snyder's views today pointed up remarks by Abram F. Myers, chairman
(Continued on page 5)

Theatre Owners of America's executive committee yesterday unanimously ratified the organization's participation in the Council of Motion Picture Organizations for one year, but declared "unsatisfactory" the projected COMPO budget of \$600,000.

Such financing, TOA executive director Gael Sullivan said following the first day's meeting here of a two-day session of the 13-member committee, is regarded as extending beyond TOA's concept as to what constitutes a "modest budget."

Allied, the only other COMPO organization to set a time limit, also
(Continued on page 5)

**Hope Draws Record
\$20,000 at Para.**

Bob Hope, in person, at the Paramount Theatre here, along with Jane Russell, yesterday gave the house its biggest opening day's gross in history, estimated at \$20,000, the theatre's management reported last night. Paramount's "Captain China" is the film attraction.

Hope and Miss Russell are appearing in six complete shows daily, each running about one hour. The house opens at eight A.M.

The weekday admission scale has been increased from 90 cents at the eight A.M. opening to a maximum of \$1.50 at night. The usual opening price is 55 cents, which is scaled to \$1.25 at night.

**D. of J. Is Against
Webb-Pomerene Bill**

WASHINGTON, March 1.—The Justice Department urged Congress today to "give careful consideration to the advisability of completely repealing the Webb-Pomerene Act."

This is the act under which the Motion Picture Export Association and other export groups operate. The Department's stand was given to a House Judiciary sub-committee holding hearings on a bill to overhaul the act. Justice opposed the bill, declaring that while some portions tight-
(Continued on page 5)

**TOA Approves
Meetings On
Arbitration****To Ask Distributors to
Initiate Conferences**

Direct action was taken yesterday by the Theatres Owners of America's executive committee to get started industry conferences on the subject of arbitration of exhibitor-distributor disputes.

The committee authorized TOA president Samuel Pinanski, on the recommendation of executive director Gael Sullivan, and general counsel Herman M. Levy, to send letters to all distributors urging them to initiate conferences to determine:

(1) Whether the industry wants an arbitration system, and (2) whether an acceptable system can be evolved.

The committee gave its authorization "with the feeling that the indus-
(Continued on page 5)

**'Films for Profit'
Upheld by DeMille
At 'Loop' Hearing**

CHICAGO, March 1.—After a heated hearing highlighted by the testimony of Cecil B. DeMille, Paramount's petition seeking an extended pre-release run for "Samson and Delilah," to be offered to all Loop theatres under bidding was taken under advisement today by Federal Judge Michael Igooe.

DeMille, producer-director of the film, told of his industry affiliation since 1913, named all the Biblical pictures he has produced and stated that
(Continued on page 2)

**TOA Picks Houston
For Annual Parley**

The executive committee of the Theatre Owners of America has selected Glenn McCarthy's Shamrock Hotel in Houston, Texas for the organization's 1950 convention, to open on Oct. 30 and run through Nov. 2, it was announced here yesterday by TOA executive director Gael Sullivan.

Robert J. O'Donnell will serve as convention chairman.

Phonevision Test Delayed

E. F. McDonald, president of Zenith Radio Corp., disclosed here yesterday that his company's actual experiments with Phonevision, authorized to begin now, will be postponed from two to three months to allow for preparation by the telephone company and Zenith's radio station in Chicago.

He said he believed that the Federal Communications Commission, in authorizing a 90-day testing period beginning this month, inadvertently failed to take into account the required time for preparation and expects the FCC to revise its authorization order accordingly.

Despite repeated reports to the contrary, McDonald said only one film company, RKO Radio, among those approached, refused to approve the use of its films in the tests. He said he has films lined up and that they are "of recent vintage," but declined to disclose the identity of the companies involved or the actual titles.

Crosby to Attend Florida Premiere

FRONT ROYAL, Va., March 1.—Bing Crosby will appear at the world premiere of his new Paramount film, "Riding High," to be held here at the Park Theatre on Saturday. Opening of the picture will launch a fund-raising campaign for the local recreation association and will mark the dedication of its new stadium, named after the star who, two years ago, helped raise funds for its construction.

'Films for Profit'

(Continued from page 1)

the purpose of the pre-release engagements is to give the film, because of its unusual nature the widest possible "word-of-mouth" advertising.

Replying to a charge made by Jackson Park attorney Thomas McConnell, inferring that the company's only interest in the pre-release engagement is monetary, DeMille said, "I can't make any more pictures if I don't make profits."

Reveals Rental Clauses

It was brought out that Paramount will ask 70-30 per cent rental terms, with an optional clause guaranteeing the exhibitor a 10 per cent profit providing house expenses are disclosed. McConnell charged that Paramount, in specifying that exhibitors list their admission charge in contracts, is indirectly fixing admissions. DeMille predicted that 40,000,000 "non-moviegoers" will eventually see the film and fixed the break-even figure for the production at \$7,000,000. Negative costs were \$2,750,000, another \$1,000,000 for advertising and 28 per cent for distribution fees, he disclosed.

Henry Wilcoxon, who told of his appearances before church and educational groups in behalf of the film, and James Donahue, Paramount Central division manager, also appeared as witnesses.

Personal Mention

GRADWELL L. SEARS, United Artists president, will leave here tomorrow by plane for a Florida vacation. PAUL N. LAZARUS, JR., his executive assistant, is due here Monday from Phoenix. ARTHUR W. KELLY, executive vice-president, will leave here March 9 for the Coast.

GEORGE F. DEMBOW of National Screen Service will leave here today by plane for the Coast, and will return in time to leave here on March 22 for Europe.

HOWARD WIRTH, son of BEN WIRTH, president of Warner Service Corp., and general by-products manager of Warner cartoons, is engaged to DIANA SAULT of Philadelphia.

WINTON FROST, head of Eagle-Lion's legal department, was married to MARGARET LAWRENCE last Friday. The couple will leave here tomorrow for a honeymoon at Aiken, S. C.

HARRY BERMAN, Eagle-Lion Philadelphia branch manager, is still on the critical list following an operation complicated by a heart attack.

SAM DEMBOW, Producers Service Corp. president, will leave here today by plane for the Coast.

A. W. SMITH, JR., 20th Century-Fox sales vice-president, will leave here today for a month's vacation at Jacksonville. He will fly from there to attend the company's "Showmanship Meeting" at Chicago next week, returning to Jacksonville at its conclusion.

GREER GARSON, HERBERT MARSHALL and MRS. MARSHALL, JOSEPH CALLEA, JOSEPH RATTENBERG, director, and MRS. RATTENBERG are among the passengers who arrived here yesterday from England on the S.S. *Queen Mary*.

LEON BRANDT, Eagle-Lion advertising-publicity director, and CHARLES AMORY, account executive for the Monroe Greenhalgh agency, are in Boston from New York.

B. G. KRANZE, Film Classics sales vice-president, has left here for Dallas and will continue on to the Coast following a tour of Southern exchanges.

WILLIAM HEINEMAN, Eagle-Lion distribution vice-president, will return here from the Coast today.

GEORGE SIDNEY, M-G-M director, is due here Monday from the Coast for a vacation.

'Francis' Here Today To Promote His Film

"Francis," Universal-International's talking mule and star of the picture of the same name, will arrive here today to be given a New York welcome by Jane Russell in Times Square at two P.M. Climaxing a nationwide tour, the mule's visit will be in conjunction with the opening of "Francis" at the Paramount on March 15. "Francis" will visit veterans' hospitals, schools, department stores, orphanages and other locations, in addition to making appearances on network radio and television broadcasts.

To Address 20th Meet

(Continued from page 1)

Spyros P. Skouras and vice-presidents Al Lichtman, Andy W. Smith, Jr., and Charles Einfeld, home office sales executives attending the meeting will be W. C. Gehring, Peter Levathes, Clarence Hill, Sam Shain, Frank Carroll, Morris Caplan, Lem Jones and Roger Ferri.

Representing the company's international corporation will be Emanuel Silverstone, Francis Harley, Leslie Whelan, H. Blackmer Johnson and Ulric Bell.

Home office advertising-publicity department representatives will include Jonas Rosenfeld, Rodney Bush, David Golding, Stirling Silliphant, Al Palca, Abe Goodman, Vic Sedlow, Earl Wingart and Ira Tulipan.

Boston Honors Johnson

BOSTON, March 1.—Local newspaper film editors, circuit operators and Boston 20th-Fox executives attended a press luncheon honoring Nunnally Johnson, 20th Century-Fox producer.

Crawford, 3 Others Are Cited by 'Look'

Look Magazine, in its current issue, cites four actors, 16 films, and a producer, director, writer and cameraman, for their work in Hollywood during the past year. In the acting department, the recipients are: Broderick Crawford for "All the King's Men," Olivia de Havilland for "The Heiress," and Mercedes McCambridge and Dean Jagger receiving special awards for "All the King's Men" and "Twelve O'Clock High," respectively.

Pictures cited are: "All the King's Men," "The Heiress," "Letter to Three Wives," "The Stratton Story," "Battleground," "Home of the Brave," "Pinky," "Twelve O'Clock High," "Champion," "Intruder in the Dust," "Rope of Sand," "White Heat," "The Fallen Idol," "Jolson Sings Again," "Samson and Delilah" and "The Window." The all-industry achievement went to Cecil B. DeMille, Dore Schary, William Wellman, Robert Rossen.

Name Youngstein to Palsy Drive Post

Max E. Youngstein, Paramount's director of advertising-publicity, has been appointed public relations chairman for the United Cerebral Palsy Association's nationwide education and fund-raising campaign to be held in May, Leonard H. Goldenson, president of United Paramount Theatres and head of the Association, announced yesterday.

Nick John Matsoukas, director of community services for Skouras Theatres here, will be in charge of special events to promote the drive.

Coming Events

Today—Theatre Owners of America executive committee meeting, Hotel Astor, New York.

Tomorrow—Actors' Equity Association meeting, Hotel Astor, New York.

Tomorrow—Variety Club of Albany eighth anniversary dinner-dance honoring Saul J. Ullman, retiring chief barker, DeWitt Clinton Hotel, Albany.

March 4—Beverly Hills B'nai B'rith testimonial dinner for Charles P. Skouras, Ambassador Hotel, Los Angeles.

March 6—Testimonial dinner for Carl J. Goe, Taft Hotel, New Haven.

March 6-8—Chicago Television Conference, Palmer House, Chicago.

March 8—Cinema Stamp Collectors meeting, Hotel Astor, New York.

March 8-9—20th Century-Fox Exhibitors Showmanship Meeting, Drake Hotel, Chicago.

March 23—Annual Academy Awards presentations, Pantages Theatre, Hollywood.

March 23-24—National Board of Review 41st anniversary conference, Hotel McAlpin, New York. A session will be held at the 20th Century-Fox home office projection room on the 24th.

March 27-28—Theatre Owners of Oklahoma annual convention, Hotel Skirvin, Oklahoma City.

March 28—Kansas-Missouri Theatre Association meeting, Kansas City.

April 4-5—North Central Allied board meeting and annual convention, Minneapolis.

April 12—Jewish War Veterans testimonial dinner for Louis B. Mayer, Hotel Waldorf-Astoria, New York.

April 26-29—Variety Clubs International annual convention, Roosevelt Hotel, New Orleans.

To Insist on 'Thief'

(Continued from page 1)

out a Production Code seal. He added that he "would take legal action," if necessary.

Burstyn also stated he will appeal to the MPAA for the certificate. He said Joseph Breen, Production Code Administrator, was "unfairly severe" with the picture. He charged Breen with wanting scripts of foreign films to be submitted to him "for approval in advance." Burstyn charged there is a tendency to discourage foreign films here that are "frank" in theme. He pointed out that without circuit deals a foreign film loses 75 per cent of its potential bookings.

Breen advised Burstyn that the picture could be made acceptable with two eliminations. De Sica has refused. The film, given a "B" rating by the National Legion of Decency, is now playing in New York, Chicago, Boston and Los Angeles.

n more than 63 comparable engagements...

"Francis"

is outgrossing

The
EGG
and II (U-I all-time
top
grosser!)

by a BIG margin!

"Francis" DONALD O'CONNOR

PATRICIA MEDINA • ZASU PITTS • RAY COLLINS • JOHN McINTIRE
and FRANCIS The Old Army Mule who TALKS

Screenplay by DAVID STERN • Adapted from the Novel by DAVID STERN • Produced by ROBERT ARTHUR
Directed by ARTHUR LUBIN • A UNIVERSAL-INTERNATIONAL PICTURE



Just ask the men who played it!

There has been nothing like it in years... record-breaking openings...second days beating top opening days...weekends that really turned the boxoffices on their ears!

SAN FRANCISCO

12% better than "EGG AND I" record-breaking business at the Orpheum Theatre! And from all around San Francisco came comparisons like: Oakland 144%; Stockton 115%; Sacramento (three theatres) topped "EGG AND I" in a Saturday opening; Berkeley, 40% better for an all-time high.

LOS ANGELES

Playing five theatre combination (U.A., Ritz, Vogue, Studio and Culver) outgrossed "EGG AND I" and "TAP ROOTS" right down the line.

BUFFALO

Crowded "EGG AND I" business at the Lafayette Theatre despite paralyzing ice and sleet storm.

JAMESTOWN, N. Y.

27% better than "EGG AND I" at the Warner Winter Garden despite snow storm.

DENVER

Playing the Denver, Alladin and Webber, equalled "EGG AND I" and beat "TAP ROOTS" by good margin.

SALT LAKE CITY

Topped "EGG AND I" by 3% at Publix Utah.

GREAT FALLS, MONTANA

Set new house record at Rainbow Theatre.

PHILADELPHIA

Paralyzing ice and sleet storm slowed down afternoon record breaking business at Boyd Theatre, but still came in with top house figure for total day.

NORFOLK, VA.

168% of "EGG AND I" business at the Newport and Colley in face of all day hard rain.

OMAHA

At the Orpheum Theatre, Francis did better than a good week's business in its first three days — and in a snowstorm, too!

MIAMI

Playing the Miami, Miracle and Lincoln, picture is hitting for season high. It's the talk of the town!

OKLAHOMA CITY

Out-grossing the previously sensational grosser, "TAP ROOTS" at the Midwest.

That's the story wherever the picture is playing. And, meanwhile, the whole group of some 30 smaller situations which played day-and-date with the New Orleans premiere opening, picture held over in practically every spot to record business, many recording a full week normal run gross on opening day!

Yes Sir!

The Film Daily editorial spotted this one when it said: "There never has been a comedy quite like it, and the chances are there never would be again."



and have you heard---
"Francis" is Dated into the
N.Y. PARAMOUNT
March 15th

Hit for Violating Federal Labor Act

Boston, March 1.—A consent judgment ordered by Judge George C. Sweeney has been entered in Federal Court here under which three film firms were permanently enjoined from violating the U.S. Labor Standards Act by failing to pay employees overtime for work in excess of 40 hours and by failing to keep proper time and employment records. They are: Federal Film Co., Classics, Inc., and Screen Guild Productions.

Complaints were brought by the Wages-and-Hour Division of the U.S. Department of Labor.

Johnston

(Continued from page 1)

in the next 10 days, two weeks or three weeks," MPAA spokesmen said. They emphasized that he will not be accompanied by any company officials and that there is "nothing full dress about this trip." They declared that in view of the British election and the long interim since Johnston spoke to top British officials, it seemed sensible to have some preliminary, informal talks before the full-scale MPAA bargaining committee went over to renegotiate the Johnston-Wilson agreement. Presumably Johnston would report back to the MPAA board here, and then the full negotiating committee would go over for the actual bargaining session.

No Arnall Answer Yet

The MPAA spokesmen said Johnston "would like Arnall to accompany him" to the preliminary talks, and had already called Arnall and invited him. Johnston will get Arnall's answer in the next few days, they said. Indications are that Johnston would be inclined to go to England alone if Arnall decided not to accompany him.

British Board of Trade president Harold Wilson will be the chief contact in England, the MPAA said, but obviously while there Johnston would talk to other British government officials, American Embassy people, MPAA representatives, and British film industry leaders.

The only thing MPAA would say

TOA on Arbitration

(Continued from page 1)

try does want arbitration," Levy said at the conclusion of the first day's sessions of the two-day TOA executive committee meeting being held at the Hotel Astor here. TOA believes, he added, that any objections surrounding arbitration are concerned with the "mechanics" and do not relate to arbitration *per se*.

If the distributors should agree to initiate the conferences, and it develops that there is unwillingness at this time to make a decision on a permanent arbitration system, TOA will ask the companies to agree at least to become parties to any arbitration cases that an exhibitor brings, Levy said.

The TOA executive committee will take up today the subjects of theatre television and drive-in theatres, among others.

Code Not Ready

Sullivan said that although the TOA exhibitor-distributor relations committee, headed by Walter Reade, Jr., has advanced considerably in its drafting of proposals for an industry fair trade practice code, the proposals will not be submitted at this time to the executive committee for consideration.

Commenting on the Screen Actors Guild's recent assertion that it was not empowered under its charter to discipline stars whose conduct oversteps the bounds of decency, Sullivan, who had suggested earlier that the SAG should do so, yesterday described SAG's assertion as "untenable." It is common practice for unions to discipline members, Sullivan said, citing CIO's expulsions recently of Communist-dominated unions.

TOA, Sullivan said, has received from 200 Congressmen outright commitments for repeal of the 20 per cent Federal excise tax, but he warned that many Congressmen have told him they are fearful that localities will take over the tax if the U. S. levy is repealed. It is imperative, Sullivan added, to convince those representatives that the industry will fight vigorously any such attempts by localities.

today about Monday's Miami meeting was that "it reviewed the British situation in light of the elections" and studied other foreign problems. They said there was no Sunday meeting—only the one day's session. Participating, according to the MPAA, were Johnston and Joyce O'Hara, from the MPAA, and Nicholas and Joseph Schenck, Barney Balaban, Spyros P. Skouras, Harry and Albert Warner, Jack Cohn, Joseph Seideman and Phil Reisman. SIMPP's James Mulvey was not at the session, an MPAA official said, although he is in Miami.

Wilson Reappointed

LONDON, March 1.—Harold Wilson has been reappointed president of the Board of Trade and Sir Stafford Cripps, Chancellor of the Exchequer. Prime Minister Attlee's appointments retained virtually all key officers in their posts.

C. Harry Thoms, 63

C. Harry Thoms, 63, former general manager of the Brill circuit on Staten Island, who started in theatrical business as an usher at 15 years of age, died yesterday at his home in Stapleton, S. I. The widow, two sons and a brother survive.

TOA Ratifies COMPO

(Continued from page 1)

held its membership to one year.

Sullivan, who was named TOA's director on COMPO with the privilege of selecting his own alternate, said these additional "stipulations" accompanied ratification: the local autonomy of exhibitor organizations is to be preserved; with COMPO acting only in an advisory capacity when called on; COMPO should endeavor to get as much "gratis" executive and other "talents" as possible from the industry to strengthen its position; no policy or program is to be adopted under COMPO except by unanimity of action by all constituent elements.

Washington Action Confirmed

In a "no big budgets" stipulation, the TOA executive committee confirmed the position of the organization's officers' and directors' meeting held recently in Washington. "A modest budget and a modest program," is TOA's conception of COMPO, Sullivan said. Sullivan will expound TOA's position on financing, and other points, at the forthcoming COMPO incorporation meeting, he said. A date has not yet been set for the meeting.

Webb-Pomerene Bill

(Continued from page 1)

ened the law, others weakened it. If Congress does not want to repeal the Webb-Pomerene Act, Justice said, "at the minimum the present act should be drastically revised in order to provide more effective means of keeping the activities of these associations within proper bounds."

The State Department told the subcommittee it did not feel the need of any major changes in the present law. This is substantially the view presented to the group last week by the Federal Trade Commission, which administers the law.

Levy to Head 20th's Pittsburgh Branch

Al Levy has been promoted to branch manager of 20th Century-Fox's Pittsburgh exchange by A. W. Smith, Jr., sales vice-president. He will replace Gordon Contee, resigned, effective March 11. Levy has been sales manager of the Detroit branch.

Treasury

(Continued from page 1)

of the Council of Motion Picture Organization's tax committee, that exhibitors should stress the hardship angle in pleas to their Congressmen.

AFL Files Statement

Meanwhile, in a statement filed with the House Ways and Means Committee today, the American Federation of Labor urged quick action to eliminate all war-imposed excise taxes. It said, "the taxation of the 20-cent, 40-cent and \$1.00 theatre ticket or any type of legitimate entertainment cannot be justified any more than the taxation of telephone, toilet goods, freight, leather goods or any other type of commodity or service can be justified."

The Federation also stressed the need for coordinating Federal and state tax policy, declaring that it would be dangerous to the economy if Federal reductions in excises were more than exceeded by additional state and local taxes on admissions and other items.

Discuss Tax on Radio

ALBANY, N. Y., March 1.—A round table discussion of the Federal admission tax was heard over radio station WPTR today, with its repeal urged by Harry Lamont, president of Lamont Theatres; Leonard L. Rosenthal, Albany TOA counsel; Dan Houlihan, 20th Century-Fox manager, and Saul J. Ullman, Fabian Theatres upstate manager.

KEEP YOUR EYE ON...



Damon Runyon's
JOHNNY ONE-EYE

Produced by Benedict Bogeaus
thru U.A.

PAID

The vivid story of a woman's magnificent sacrifice!

IN FULL

A HAL WALLIS PRODUCTION · A PARAMOUNT PICTURE

Based on the startling Reader's Digest story!



He makes the most of moonlit moments . . .



IT'S mighty important to star . . . director . . . movie-goer . . . to have this moonlit moment come alive upon the screen.

And when it does—in all its subtlety of mood in light and shadow—the credit's due in no small measure to the important contribution of the laboratory control engineer.

For his knowledge of photochemistry, his "eye" for photographic quality . . .

his vigilant control of printing density and contrast . . . do much to make moonlight footage *look* like moonlight, and help to bring out the best in every frame of film.

Quality of film contributes, too; and this important assistance the laboratory control engineer is sure of when he works with the famous Eastman family of motion-picture films.

EASTMAN KODAK COMPANY

ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 7. NO. 42

NEW YORK, U. S. A., FRIDAY, MARCH 3, 1950

TEN CENTS

\$1,080,000 Music Trust Suit Names 5

Film Firm Affiliates Said to be a Monopoly

Warner, Loew's, Paramount, 20th Century-Fox and Universal are named defendants in a \$1,080,000 triple-damage anti-trust suit filed in U. S. District Court here yesterday by Edwin H. Morris Music Co. The charge is violation of the Sherman and Clayton Acts in alleged monopolization of the music publishing industry.

The following music companies were cited in the complaint as being affiliates of the defendants in the alleged "combination and conspiracy in restraint of trade": Leo Feist, Inc., M. Witmark and Sons, Remick Music, Robbins Music, Harms, Inc., Miller Music, Harry Warren Music, New World Music, Atlas Music, Shubert Music Publishing, Advanced Music Corp., Paramount Music Corp., Famous Music and Movietone Music Corp.

Separate complaints seek additional judgments of \$450,000 from Warners
(Continued on page 7)

Wolfson to Preside At Forum of 20th Showmanship Meet

Mitchell Wolfson of the Wometco Circuit will preside at the open-forum discussions of showmanship problems at next week's 20th Century-Fox showmanship meeting in Chicago.

Wolfson will be moderator during the forum, which is scheduled for Thursday, when discussions planning ways and means to attract greater theatre attendance will be held.

The day's activities will see the par-
(Continued on page 10)

Arnall Accepts Bid To Anglo-US Parley

Hollywood, March 2.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, accepted Motion Picture Association of America's president, Eric Johnston's invitation to join him in London conferences on the Anglo-U. S. remittance pact today by telephone.

TOA Launches Sweeping Theatres TV Exploration

Selznick Injunction Vs. Korda Denied

Federal Judge Irving Kaufman yesterday denied the David O. Selznick motion for a temporary injunction to restrain Sir Alexander Korda from releasing the latter's "Gone to Earth," starring Jennifer Jones, in its present form in the Eastern Hemisphere.

The stay obtained by Selznick in his running dispute with Korda over distribution arrangements for the picture and Korda's "The Third Man" was vacated by the court and the matter was referred to Robert P. Patterson, as arbitrator of the dispute, for determination along with other issues involved.

Before adjournment yesterday of Theatre Owners of America's two-day executive committee meeting here, the organization's leaders made arrangements for a sweeping exploration of the problems of theatre television.

The exploration will entail (1) immediate conferences with producers and distributors for a frank appraisal of the relationship between television and the motion picture industry, (2) broad research into the programming, engineering and economics of theatre video, and (3) coordination and "proper balancing" of the theatre television efforts embodied in the 25 petitions submitted by TOA members
(Continued on page 10)

Compo Okayed By SIMPP

HOLLYWOOD, March 2.—The Society of Independent Motion Picture Producers ratified membership in the Council of Motion Picture Organizations this afternoon at a meeting presided over by president Ellis Arnall, who also canvassed the foreign situation, particularly the British, in preparation for "exploratory discussions" in London later this month.

The resolution on COMPO adopted at today's meeting reads: "Be it resolved that SIMPP affiliates with the newly-formed COMPO and approves the effectuation of the organization with the specific understanding that SIMPP in no way obligates itself for financial support or outlay, and that
(Continued on page 10)

Hughes' Majority on New RKO Board

HOLLYWOOD, March 2.—Election of A. D. Simpson and Thomas A. Slack to the RKO board of directors here yesterday, as nominees of Howard Hughes, gives the latter majority representation on the board for the first time since he acquired a controlling interest in the company over a year ago.

Simpson and Slack, with Hughes and his associate, Noah Dietrich, now represent four Hughes' votes on a board of seven members. Ned E. Depinet, RKO president, represents a neutral management vote, while L. Lawrence Green and Frederick L. Ehrman, the remaining members of
(Continued on page 7)

Practice Code Talks Not Due Prior to '51

TOA Convention to Get Proposals for Approval

Industry-wide conferences looking to the establishment of a fair trade practices code will be held next December at the earliest, but more likely will not be initiated before 1951, it was brought out yesterday following the final session of the two-day meeting here of the Theatre Owners of America's executive committee.

The code proposals being drafted by the TOA distributor-exhibitor relations committee, headed by Walter Reade, Jr., will be submitted to the next TOA annual convention for approval, and will not be subject to approval by the organization's executive committee alone, as was planned originally. The expected magnitude of the proposals and the fact that they will intimately affect the operations of the individual theatre owner have caused the executive committee to decide on convention ratification, it was reported. The convention is slated
(Continued on page 10)

TOA Expands Plans For Organization Of New Territories

A new Theatre Owners of America organization committee has been set up by the TOA executive committee, it was disclosed here yesterday by executive director Gael Sullivan following adjournment of the two-day meeting of the TOA leaders at the Hotel Astor. The new committee's purpose will be to "strengthen existing units" and establish units in areas that have
(Continued on page 10)

MGM Selling Away From Skouras Here

Unable to agree on film terms, M-G-M is selling away from the Skouras circuit in the Metropolitan area. First picture being sold away from Skouras to subsequent neighborhood runs is "On the Town." The circuit's theatres are filling in with a double bill headed by "Siren of Atlantis."

First Para. Dividend Set

First quarterly dividend of the new Paramount Pictures Corp. was declared at a meeting of the board of directors here yesterday in the amount of 50 cents per share on the common stock, payable on March 29 to stockholders of record on March 16. A dividend in the same amount was declared recently by United Paramount Theatres.

Paramount Pictures president Barney Balaban disclosed that estimated earnings for the first quarter will be published early in May, that an estimate at this time would be impossible
(Continued on page 7)

Breen Says Burstyn 'Thief' Charge False

The statement issued Wednesday by Joseph Burstyn indicating that "The Bicycle Thief" was "banned" by the Production Code Administration as part of an attempt to "sabotage" foreign pictures in the U. S. is "utterly false," Joseph I. Breen, director of the industry's system of self-regulation, has declared, according to a statement issued here yesterday by the Motion Picture Association of America.

Breen pointed out that his group
(Continued on page 7)

Personal Mention

PHIL REISMAN, RKO foreign manager, returned to New York yesterday from a Florida vacation.

NUNNALLY JOHNSON and Mrs. JOHNSON, JEAN NEGULESCO and Mrs. NEGULESCO, DAVID NIVEN and Mrs. NIVEN and GRACIE FIELDS are among the passengers scheduled to sail for England today on the S. S. *Queen Mary*.

HERBERT J. YATES, Republic president, and JAMES R. GRAINGER, distribution vice-president, will leave here today by plane for the company's coast studio, accompanied by WILLIAM SAAL, executive assistant to YATES.

ADOLPH ZUKOR, Paramount board chairman, and Mrs. ZUKOR are due in Hollywood on Wednesday for their annual winter visit to the Coast.

DAVID LEWIS, Loew's International director for Europe, North Africa and the Middle East, arrived here yesterday from Paris.

DAVID D. HORNE, Film Classics foreign sales manager, will leave here for England and the Continent over the weekend.

Mrs. TED R. GAMBLE, wife of the head of Gamble Enterprises, is convalescing at Stamford Hospital, Stamford, Conn., following an operation.

FOSTER BLAKE, Universal-International Western sales manager, has returned to New York from Portland, Ore.

ESTHER WILLIAMS, accompanied by her husband and son, will sail from San Francisco today for Hawaii.

SPYROS P. SKOURAS, 20th Century-Fox president, will return here today from Miami.

GARRETT VAN WAGNER, RKO comptroller, returned here yesterday from a Florida vacation.

NATE BLUMBERG, Universal-International president, will return here from the Coast at the weekend.

Two Advanced in New England Posts

BOSTON, March 2.—Hubert W. Glidden, auditor of New England Theatres, has been advanced to the post of treasurer, succeeding the late Martion Cole. Robert M. Sternburg, home office executive, has been promoted to secretary and has been elected to the board of directors.

Crosby Premiere April 7

The world premiere of Bing Crosby's "Riding High," Paramount release, will be held at the Park Theatre in Front Royal, Va., on Saturday, April 1, not tomorrow as inadvertently stated here yesterday.

Insider's Outlook

By RED KANN

ERIC JOHNSTON's reply in the *Saturday Review of Literature* to a three-part editorial slap at American films by Norman Cousins in that publication ably presents the case for the industry. With neither intent nor desire to minimize the musketry which Johnston let roll, it seems to us the firing power was pretty easy to assemble.

The essence of Cousins' attack was the argument Hollywood-made films distort American life and, therefore, damage U. S. interests abroad more so than anti-American propaganda originating in Moscow. His condemnation was blanket, unsupported by specific evidence.

In launching into the vast void of generalities, Cousins made a mistake which his most effective effort at written persuasion thereafter could not salvage. Johnston obviously and properly seized the advantage and by citing chapter and verse [titles, in this case] easily succeeded in demolishing the inadequate structure in which Cousins housed his arguments.

Johnston, moreover, did not undertake a whitewashing job, fortunately for his own credibility. "Some of the criticism [of Hollywood] is deserved. Some isn't. Some of it is frivolous," he pointed out. He acknowledged export of pictures "which make no pretense of realism" and included, "Light and frothy musicals. Comedies. Yes, and some 'bang-bang' pictures, too, in which the rustlers bite the dust when the brave cowboys take after them. Fun stuff. Escape stuff."

And why not?

But he also cited "The Best Years of Our Lives," "Going My Way," "The Stratton Story," "Gentleman's Agreement," "Intruder in the Dust," and "Home of the Brave," in a list of 44 films which prove the American industry does mirror social and economic problems and the normalities of the every day as it can be found in this country.

Times change, and so do men's opinions. At Allied's New Orleans convention 'way back in December, 1948, Trueman Rembusch drew this conclusion:

"When television becomes safe

for use in automobiles, it will be soon enough for the motion picture exhibitor to begin worrying about the impact of television upon his box-office."

At Allied's recent board meeting in Washington, Rembusch, who is chairman of the association's committee on TV, described Phonevision as "the greatest threat to exhibition conceived to date." This is the system which proposes televising motion pictures into the home via telephone lines and which seeks product from distributors to proceed with a contemplated test run in Chicago.

Like others who understand that the inevitable cannot be put off forever, Allied at last has stepped into the theatre television arena and will seek special channels via the FCC.

Falling back on the Book best known of all, National Screen Service has drawn up its own Ten Commandments. By them, it is willing to be judged and says so boldly in advertising.

In NSS's book, the exhibitor is king. He's the customer, never "a mere account number" and never "a hindrance." To NSS, the exhibitor is "the person most essential to our business" and not "someone to quibble or find fault with."

The arresting first commandment—and we assume it did not become No. 1 by accident—holds the exhibitor to be "the vital bond between the motion picture industry and the public."

Nothing can ever change this, despite attitudes and policies in distribution which appear to believe otherwise.

Press agents are planting—and there is that wire service which is grabbing—stories about casting difficulties because there's a dearth of flat-chested girls in Hollywood. Or the one about Claudette Colbert whose roles determine what kind of unmentionables she wears.

Stupid, unbelievable and puerile drivel.

Shocker of the week concerns a major film company salesman who was fired less than a dozen weeks before retirement and pension fell due.

Purely coincidental, of course.

Whatever happened to "Stromboli"?

'Heiress' Drive Cites Awards

Paramount will take advantage of the more than 30 awards won by William Wyler's "The Heiress," with a special advertising, publicity and exploitation campaign aimed at selling the film as "the most honored picture of them all."

Max E. Youngstein, director of national advertising-publicity, and his staff, have created new ads and special publicity devices for this purpose, and have instructed the field men to bring this new approach to the attention of exhibitors. The supplementary campaign is expected by Paramount to stimulate extra business for "The Heiress."

The campaign will place special emphasis on the eight Academy Award nominations, said to be more than any other picture.

Quigley, Jr., on the Air

Martin Quigley, Jr., editor of *Motion Picture Herald*, will be interviewed by Richard H. Roffman Sunday at 9:15 P.M. over New York radio station WEVD concerning the present position and future prospects of the motion picture industry.

Build Chicago Drive-in

CHICAGO, March 2.—Construction of a 500-car drive-in theatre is underway here by Anderson Theatres.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Marlene Michael Richard
WYMAN DIETRICH WILDING TODD
in Alfred Hitchcock's
"STAGE FRIGHT"
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Geen B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
NEDY LAMAR - VICTOR MATORÉ - GEORGE SANDERS
ANGELA LANSDOWN - HENRY WILCOXON
See the destruction of the Temple on the MAGIC CYCLOGRAPHIC SCREEN!
RIVOLI
8 WAY AT 49th St

"THREE CAME HOME"
starring
CLAUDETTE COLBERT
ASTOR Broadway & 45th
Late Shows Nightly
Continuous Performances
A 20th Century-Fox Picture

"MOTHER DIDN'T TELL ME"
Starring
Dorothy William June
McGUIRE - LUNDIGAN - HAVOC
Gary MERRILL
A Twentieth Century-Fox Picture
On Stage—BEATRICE KAY
BUCK & BUBBLES - THE DUNHILLS
ROXY 7th Ave. & 50th St.

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M-G-MAIL!

M-G-M
Tops
Them
all!
→

M-G-M
Tops
Them
all!
↓

MOTION PICTURE HERALD

Dear M-G-M:
It's January Box-office
Champion time and, like
last month, there are
two for M-G-M.
They are "Battleground"
and "On the Town" and will
be recorded in Friday's
Motion Picture Herald.

Red Kann
Red Kann, Vice-President,
Quigley Publications

BOXOFFICE

Dear M-G-M:
M-G-M seems to be acquiring
a collection of Boxoffice
Blue Ribbon Awards.
It is a pleasure for me
to be able to send the
January choice for
"On the Town."

James M. Jerauld
James M. Jerauld, Editor,
Boxoffice Magazine



"MORE LOVE LETTERS!"

"BATTLEGROUND"
Tops in the Nation!

**"REFORMER
AND THE
REDHEAD"**
Comedy Sensation of 1950!

**"ANNIE
GET YOUR
GUN"**
Technicolor Musical Tops!

**"KEY TO
THE CITY"**
First 32 Spots BIG!

**"STARS IN
MY CROWN"**
Great Family Film!

**"NANCY
GOES TO
RIO"**
Youth! Music! Technicolor!

**"THE
OUTRIDERS"**
Big Technicolor Western!

**"THE
YELLOW
CAB MAN"**
Red Skelton's Funniest!

**WATCH M-G-M'S
NEW RELEASE!**
Our line-up for March,
April, May, June, July,
August is set—and terrific!

GREATEST SINCE

NOTHING STOPS

"CINDERELLA"—blizzards, sub-zero weather, icy roads! Tremendous **NIGHT** business topping smash morning and afternoon takes.

Now look at these press-time reports:

PROVIDENCE, Albee—First two days highest on record, including all pictures of all companies.

BOSTON, Keith's Memorial—First week biggest in last two years. Second week all-time high. Held indefinitely.

MANCHESTER, Strand—Highest-grossing RKO picture since "Bells of St. Mary's". Holding over.

LOWELL, Keith's—First week all-time high except one picture. Held over.

PORTLAND, Strand—Tops every RKO release except "Bells of St. Mary's". Moving over to the Empire.

WASHINGTON, Keith's—First two days biggest on record, including all companies.

CHAMPAIGN, Virginia—All-time high gross for the week. Beat "Bells of St. Mary's." Moving to Orpheum.

MIAMI, Embassy and Variety—All-time record at the Embassy. By far tops all other RKO pictures at the Variety.

CHICAGO, Palace—Broke all-time opening-day record and continues at same pace.

NEW YORK, Mayfair—Almost doubles gross of every RKO picture at this house.

OPEN EARLY every day for record-breaking round-the-clock crowds!

CIN

Colo



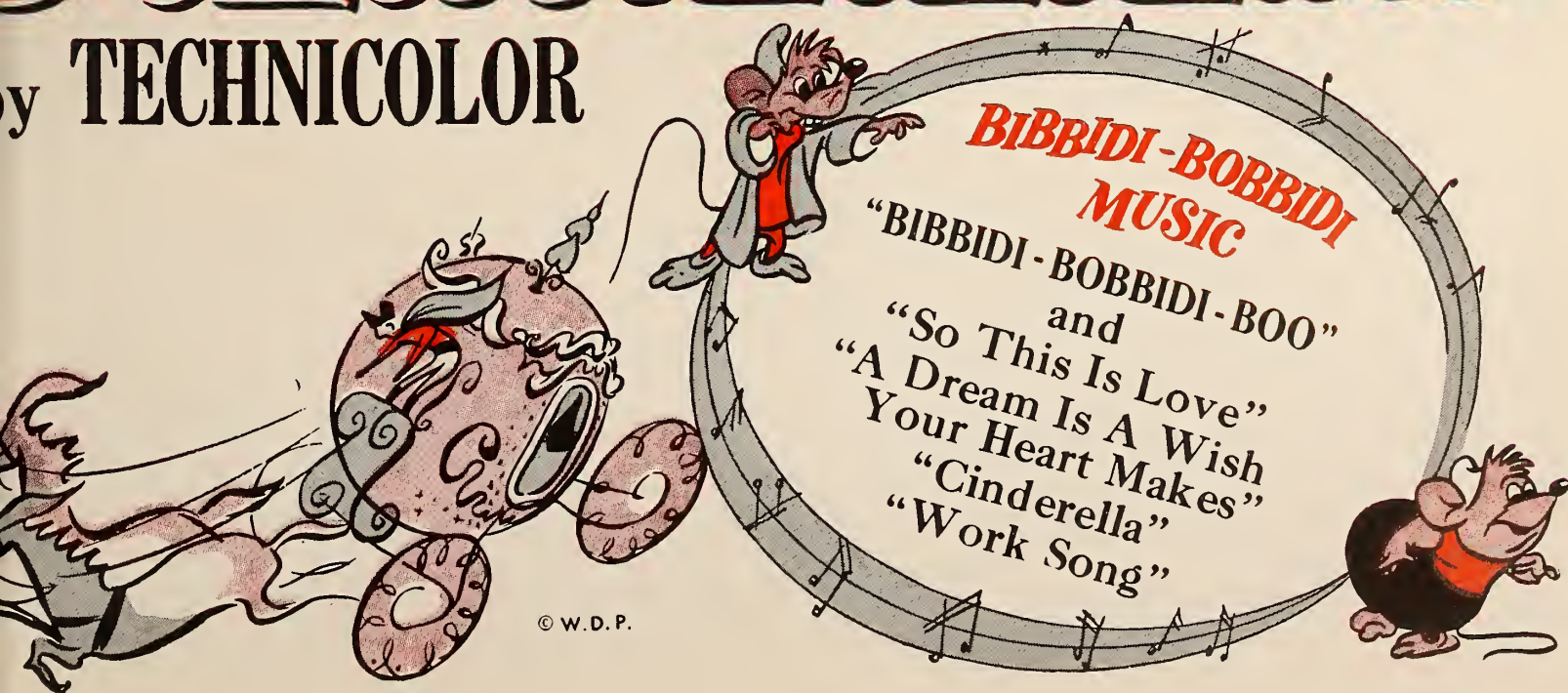
Distributed by RKO RADIO PICTURES, INC.

SNOW WHITE"!



Walt Disney's CINDERELLA

by TECHNICOLOR



Capitalizing on Dr. Sander's Trial

Manchester, N. H., March 2. — Theatres in Manchester and in neighboring Nashua are placing advertisements on the front pages of local newspapers "plugging" the newsreels taken at the Dr. Hermann Sander murder trial at the Hillsboro County Court House here. Theatres are also using many 40 by 60 displays in lobbies also advertising the trial pictures. This is the first time that newsreels were given first billing over features in this section.

Skouras Fete To Draw 1,200

HOLLYWOOD, March 2.—With Lieut. Gov. J. Goodwin Knight among the principal speakers, more than twelve hundred persons will honor Charles Skouras as Beverly Hills B'nai B'rith "Man of the Year" at a dinner at the Ambassador Hotel, Saturday night. His brothers, Spyros and George, to be here from New York, will be among industry figures present, which will include a full turnout of studio executives.

Lodge, Sullivan, Levy At Coe Testimonial

NEW HAVEN, March 2.—State Representative John Lodge; State Senator Oscar Peterson, Jr.; Gael Sullivan, executive director of the Theatre Owners of America, and possibly William McCraw, executive director of Variety Clubs International, will be the principal speakers at the testimonial dinner honoring Carl J. Goe, retiring branch manager of Warner Brothers on Monday night at the Hotel Taft here. Herman M. Levy, general counsel of the TOA, will be toastmaster.

From advance reservations, large contingents will attend from Boston, Albany and New York. Goe will move to the South. His successor will be A. R. Daytz.

N. Y. Contingent to Ullman Testimonial

A large group of executives from the industry here will go to Albany today to attend tonight's testimonial at the DeWitt Clinton Hotel for Saul Ullman, general manager of Fabian Uptate Theatres, who is retiring as chief barker of Variety Tent No. 9 in that city.

Among those scheduled to attend are Si H. Fabian, president of Fabian Theatres; E. K. (Ted) O'Shea, Al Schwalberg, Charles Reagan, John O'Connor, Norman Ayers, Irving Wormser, Al Lichtman, Charles Boasberg, Leon Bamberger, Joseph Bernhard, Morey Muller, George Skouras, Abe Dickstein, Nate Nathanson, Sidney Deneau, Ted Gamble, Gael Sullivan, Eric Johnston, and others. Also attending will be the mayors of Troy and Schenectady.

Reviews

"The Winslow Boy"

(London Films—Eagle-Lion)

THE label of its origin is stamped indelibly on "The Winslow Boy"; it's as British as Old Bailey. Its prototype was a London stage offering which was subsequently transplanted to Broadway and is now in screen form as produced by Anatole de Grunwald under the London Films aegis.

"Winslow Boy" eventually develops into fairly absorbing entertainment but demands the indulgence of its audience through some sparkless and superfluous footage in the early reels. There is not enough story to be told to sustain interest consistently over the 97-minute course.

The film is at its best when focusing on House of Commons debates and courtroom forensics centered around the charges of forgery and theft lodged against the youngster of the title. It takes place in 1912. Star of the show is Robert Donat who does a wholly ingratiating job in the role of defense attorney. Competent as ever, Sir Cedric Hardwicke is the boy's father, completely convinced that the youth's expulsion from the Royal Naval College on the charge that he cashed another cadet's postal note was an injustice of the gravest sort. The case takes on national interest as Donat carries it through Commons preliminaries and finally to court where the boy's innocence is established.

Neil North is the Winslow Boy and does an adequate job. Margaret Leighton, Marie Lohr, Neil North, Jack Watling, Frank Lawton, Nicholas Hannen, Basil Radford and Kathleen Harrison are among the other cast members.

"The Winslow Boy" had it within reach to be another top-calibre British importation of the type which does so successfully with the special marketing approach. Possibly a bold job of script tightening might have resulted in such a standout attraction. The picture at hand is only moderately impressive.

Producer de Grunwald also wrote the screenplay, in collaboration with Terence Rattigan, author of the original play. Anthony Asquith directed.

Running time, 97 minutes. General audience classification. Release date, not set. GENE ARNEEL

"The Girl from San Lorenzo"

(Krasne-United Artists)

DUNCAN RENALDO as the Cisco Kid and his saddle partner, Leo Carillo, are saddled with the task of clearing themselves of robbery and murder charges in this latest in the series. It has satisfactory action and gunplay. But comedy parts, essayed by Carillo, are weak; the dialogue is keyed to a low intelligence bracket, and the acting, from leading players to minor, is without conviction. It may barely pass muster among Western fans.

The story has the Kid and his partner being framed by gangsters who impersonate the former while robbing stage coaches. The Kid and Carillo brave arrest while investigating, and eventually outwit, outshoot and outfight the gang, and bring to justice the real culprit, a meek stage-line agent, the gang's leader. In so doing, and in their Latin chivalry, they maneuver reward money to Jane Adams, whose betrothed needs money for an operation.

The picture is the product of Philip N. Krasne, assisted by director Derwin Abrahams. Albert Glasser's musical score, while overwhelming at times, is productive of mood and helps hold the film together.

Running time, 59 minutes. General audience classification. Release date, Feb. 24.

Screen 'Riding High' For 'Disc Jockeys'

A special program of screenings of Bing Crosby's new "Riding High" has been set by Paramount in key cities for disc jockeys, radio executives, music dealers and distributors, it was announced by Max E. Youngstein, director of national advertising-publicity.

To Aid Stage Aspirants

A pre-audition workshop to aid American applicants for admission to London's Royal Academy of Dramatic Art will be conducted by the American National Theatre and Academy in co-operation with Alfred Hitchcock, Warner director, on Tuesday at the Guild Theatre here. Applicants will perform a scene from Hitchcock's latest film, "Stage Fright," with the director discussing technique of each performer.

Sets South Korea Deal

HOLLYWOOD, March 2.—"The Babe Ruth Story" will be the first American picture shown in South Korea under a deal concluded by Monogram president Steve Broidy with the Unasia Motion Picture Company, covering distribution in that area, on Wednesday. The pact covers all Monogram and Allied Artists product.

Federal Detention Needs 16mm. Films

Federal Detention Headquarters here is in need of 16mm. sound films, features or short subjects, of general interest for use in its rehabilitation program for men in its custody.

Detention headquarters has no provision in its budget for rental of such films and accordingly seeks to borrow them on a gratis basis. Communications should be addressed to Capt. M. S. Soares, 427 West St., New York 14, N. Y.

Ask K-B Postponement

WASHINGTON, March 2.—Counsel for all three parties in the K-B Amusement Co. case have asked the Court of Appeals to postpone argument now scheduled for March 9 until April 10. The case grows out of K-B's attempt to force the Stanley Co. (Warners) out of the joint ownership of the MacArthur Theatre here on terms set in the 1942 contract forming the partnership.

Joins Northcoast Chain

SAN FRANCISCO, March 2.—Ann Belfer, formerly with West Hooker Television Features in New York, has been appointed publicity director for Northcoast Theatres here.

TV Show on Stage As a Box-Office Aid

Washington, March 2. — The Apex Theatre, key unit in the K-B Amusement Co. circuit, will try a new method of boosting afternoon attendance. Starting March 6, it will offer afternoon patrons a chance to watch how a television show is produced and to take part in the show. K-B has signed a 13-week contract with the Hecht Co., local department store, under which the store's hour-long television show "Shopper's Review," will originate on the Apex stage.

AMPP Group To Aid MPIC

HOLLYWOOD, March 2.—Association of Motion Picture Producers' studio publicity directors committee will appoint three members to cooperate actively with the Motion Picture Industry Council publicity committee, chaired by Dore Schary, under a plan worked out at the MPIC meeting Wednesday, it was announced today. MPIC, which recently in conjunction with the Screen Actors Guild instituted a successful fight against talent school racketeers, operates on all matters in which its nine member organizations have unanimous interest.

\$25,719 for 'Dimes' From Fay's Drive

PROVIDENCE, March 2.—Rhode Island theatres collected \$25,719 in the recent "March of Dimes" campaign. This surpassed last year's figure by over \$700. Loew's State Theatre, Providence, amassed the greatest amount, some \$3,398. A total of 57 theatres from 25 cities and towns reported.

Edward M. Fay, dean of Rhode Island showmen, headed the committee in charge of the drive.

Five New Drive-ins For the Northwest

VANCOUVER, WASH., March 2.—A. W. Adamson, circuit theatre operator, has awarded contracts to Western Theatre Equipment Co. to construct two new drive-in theatres in the Renfro Village on Pacific Highway here.

Western is also completing drive-ins at McMinville, Cottage Grove and Madras in Oregon.

Top Grosses for Two

Universal-International's "The Kid from Texas," in Technicolor, starring Audie Murphy and Gale Storm, which had its world premiere at the Majestic Theatre in Dallas on Wednesday, opened to the biggest business at the theatre in over a year, the company stated here yesterday. Opening day's gross is understood to be \$2,932.

U-I's "Outside the Wall," opened at the RKO Theatre in Boston also on Wednesday "to the best business of any U-I picture to play that theatre in the past 12 months," Universal said. Reports from that city indicate an opening day's gross of \$3,332.

Army Cites Loew's Carter Barron

Washington, March 2.—Carter T. Barron, Loew's division manager here, was presented with a "Citation for Certificate of Appreciation" by the U. S. Army at an official luncheon held in his honor at the Pentagon Building. Secretary of the Army Gordon Gray made the presentation.

Germans Set New Barrier

The film import permit system in Western Germany has been tightened to the extent that numerous U. S. independent films have yet to receive licenses, it is learned here.

While a few pictures are going through, permits for a large number of others have been held up in the past several weeks. Major distributors have not been affected for the reason they had received licenses and arranged for guarantees with the Economic Cooperation Administration before German film authorities apparently decided the market was absorbing all of the U. S. product it felt necessary.

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, is known to have had correspondence with U. S. High Commissioner McCloy regarding the matter but easing of the new restrictions has yet to become apparent.

5% Warner Lay-off In Line With Filming

HOLLYWOOD, March 2.—Announcing yesterday that Warner Brothers studio will cut back employment only in proportion to the amount of actual production work it has pending, company production vice-president Jack L. Warner declared that "It is not possible to produce in these times by hamstringing production operations and we don't intend to do that at any time." Hence, he said, a lay-off of only five per cent of the studio workers will be instituted at the present time because the studio is not operating at capacity.

Kaufman Filming Abroad

LONDON, March 2.—Joe Kaufman is preparing to launch shooting on "Pandora and the Flying Dutchman," Albert Lewin-Joe Kaufman production for M-G-M release, in Europe within the next four weeks. Ava Gardner and James Mason will star in the picture, most of which will be shot in Spain.

Hughes' Majority

(Continued from page 1)

the board, represent other security holders. J. Miller Walker, RKO secretary, who resigned yesterday, was a management representative, and George Shaw, also resigned, represented outside security holders.

Depinet and Walker are scheduled to leave here for New York this weekend.

Justice's McGrath, Bergson Hail Technicolor Decree

WASHINGTON, March 2.—U. S. Attorney General J. Howard McGrath and anti-trust chief Herbert A. Bergson today hailed the recent Technicolor consent decree.

McGrath pointed out that many factors contribute to the production of a color motion picture—the film, cameras, photography, processing of negatives and film prints, and "his judgment confirms the general position of the government that each of these products and services should be made available on the basis of free and open competition, and not on the basis of restrictive agreements or illegal tie-ins."

Bergson said the government's case was aimed at preventing restrictive technical and commercial arrangements from blocking technological advances in color films. "By making Technicolor's patents and know-how available," he declared, "by opening up the Technicolor three-strip camera to independent manufacture and use,

and by removing tie-in provisions from Technicolor's arrangements with motion picture producers, we have solved this problem and put an end to the technological restraints that were attacked in this case."

Cinecolor Sees Decree Opening 'Avenue' in Color Photography

HOLLYWOOD, March 2.—In response to press inquiries regarding the effect Technicolor consent decrees might have on Cinecolor, the latter company issued a release stating: "As previously reported, Cinecolor will be ready in June to use Ansco color and the new Eastman color films as photographic media in conjunction with the new Cinecolor three-color process. The consent decree of Technicolor will not alter these plans. It does, however, open up another avenue of three-color photography which can also be used in connection with the Cinecolor three-color method."

Music Trust Suit

(Continued from page 1)

on the charge that the company compelled composers Jules Stein and Sammy Kahn to relinquish publishing rights, and \$180,000 from Universal, identified in the actions as a company which licenses rights secured from other defendants but which does not own and control publishing houses.

It is charged that Loew's and 20th-Fox jointly own stock in three music companies, with Universal having a contract for tunes published by the three.

The plaintiff asks the court to enjoin the defendants from combining to restrict unreasonably the publishing of compositions used in motion pictures in order to carry out unlawful conspiracies; from using motion pictures as a means of exploiting compositions; from procuring from authors and composers their compositions; from conspiring with each other to eliminate competition in the music publishing business; from fixing by concert action or by agreement the prices to be paid music publishers for rights to tunes.

Plaintiff asks the court to enjoin Loew's and 20th-Fox from co-ownership and control of Feist, Robbins and Miller music companies, and seeks appointment of a receiver to sell alleged unlawful music company interests to persons with relation to the defendant film companies.

The New York law firm of Spring and Eastman was filing attorney.

Premiere Benefits Fund

HOLLYWOOD, March 2.—The entire proceeds of the world premiere of "Vicious Years," to be held at the Four Star Theatre March 8, will be donated to the Damon Runyon Cancer Fund, United Artists circuit executive Pat De Cicco announced today. Tickets for premiere, which will be televised, are three dollars, including tax and a donation to the Cancer Fund.

Republic Meeting April 4

Annual stockholders meeting of Republic Pictures is scheduled to be held at the home office here on April 4, with company president Herbert J. Yates slated to preside.

Para. Dividend Set

(Continued from page 1)

because of the worldwide nature of the business. He added:

"It is expected that the corporation will continue to shrink its capital structure as rapidly as possible and as conditions justify so that the structure will bear a realistic relation to the current outlook for future earnings. The corporation has purchased 73,710 shares of its stock for retirement since the first of the year.

"As of March 1, 1950, approximately 86 per cent of the outstanding stock of the old company has already been exchanged for securities of the two new companies in accordance with the plan of reorganization," Balaban disclosed.

Milton Schwarzwald, 58, 'U' Music Head

HOLLYWOOD, March 2.—Milton Schwarzwald, 58, Universal music department head, died today at the Cedars of Lebanon Hospital following a heart attack on Wednesday. He entered the industry in 1907 operating a nickelodeon at Chicago, leaving to occupy a prominent place in professional music, which led to producing musical shorts for Universal and RKO. He joined Universal as a producer in 1939, taking over the music department in 1946. The widow and two sons survive.

To Honor 'Hasty Heart'

The American National Theatre and Academy, in cooperation with the Panel of Dramatic Arts of UNESCO, will honor Warner Brothers for its production of "The Hasty Heart."

T. L. W. Evans, 62

Thomas Lee Wells Evans, president of Major Film Laboratories here, died at Boston on Wednesday after a long illness. The widow, a daughter and a brother survive.

F. J. McGettigan, 73

PORTLAND, Ore., March 2.—Frank J. McGettigan, 73, manager of the old Orpheum Theatre here, died yesterday.

Wanger, Others Back Soviet Refugee Fund

Among the prominent persons endorsing the International Rescue Committee's campaign to rescue refugees from behind the "Iron Curtain" appear the names of the following industry figures: Walter Wanger, Ronald Reagan, president of the Screen Actors Guild; actors Gary Cooper, Robert Montgomery and Tyrone Power; Morris Riskind, screen writer, and H. William Fitelson, attorney. The appeal was printed as a full-page ad in the New York Times this week.

Para. Sets Two For April

Frank Capra's "Riding High," starring Bing Crosby, and "Captain Carey, U. S. A.," with Alan Ladd, will be released during April by Paramount, making a bid for Easter holiday business, E. K. (Ted) O'Shea, Paramount sales vice-president, announces.

Both productions will be launched with large-scale, saturation campaigns, now being prepared by Max Youngstein, national director of advertising and publicity.

Korda to Testify In Selznick Dispute

Arbitration proceedings before Robert P. Patterson, former Secretary of War, on the Sir Alexander Korda-David O. Selznick dispute over distribution of Korda's "The Third Man" and "Gone to Earth" have been suspended, following preliminary conferences, pending Korda's arrival from London. Korda is expected here late next week and following his testimony Selznick is expected to be heard. The latter now is on a Southern vacation.

Day in Astaire Post

Barbara Day has been appointed national sales and promotion director for Fred Astaire Studios by Charles L. Casanave, general manager. Miss Day will continue her publicity duties with Motion Picture Sales Corp.

Breen Says Burstyn

(Continued from page 1)

has approved many foreign language films when these have been found to be acceptable under the provisions of the industry's voluntarily adopted Production Code.

"To suggest that the Production Code Administration's decisions are influenced in any way by factors other than the moral content of pictures is sheer nonsense," stated Breen. He said its judgments are based solely on the provisions of the code "adopted in 1930 to assure decency and good taste" in films.

"In the case of 'The Bicycle Thief,' the Code Authority asked for the elimination of two brief scenes in the picture. Both of these scenes violate Code standards. Mr. Burstyn has been informed if such scenes were to be eliminated the seal of approval of the PCA would be readily granted," Breen said.



Read all about it...

First announced by Bob on his radio show, here's the news millions are now reading in Look:

LOOK'S ANNUAL FILM AWARDS PUT PARAMOUNT ON TOP

Top number of total awards

**Top number of Best Pictures—"Samson and Delilah,"
"The Heiress," "Rope of Sand"**

**All Industry Achievement Award to Cecil B. DeMille
for "Samson and Delilah"**

Actress-of-the-Year—Olivia DeHavilland in "The Heiress"

Newcomer-of-the-Year—Corinne Calvet (Hal Wallis star)

AND BOXOFFICE STAR HONORS THIS YEAR ALL HAVE THAT PARAMOUNT LOOK:

- Top Two Money-Making Stars of Today — Bob Hope and Bing Crosby — in M. P. Herald's Poll of exhibitors.
- More Stars of Tomorrow Than Any Other Company — Montgomery Clift, Wendell Corey, Wanda Hendrix — in M. P. Herald Poll.
- Top Money Star of the Year — Bing Crosby — in Boxoffice Barometer.
- Top Money Star of the Year — Bob Hope — in Showmen's Leaders.

The "Paramount Look" in Annual Honors



And Paramount has the year's most honored picture that wins 8 "Oscar" nominations — *more than any other* candidate film, as

ACADEMY AWARD NOMINATIONS PUT "THE HEIRESS" ON TOP

1. Best Picture
2. Best Actress—Olivia DeHavilland
3. Best Director—William Wyler
4. Best Supporting Actor—Ralph Richardson
5. Best Photography
6. Best Set Direction
7. Best Costume Design
8. Best Music Score

"HEY, HOPE! Don't forget to tell the folks
you were voted America's Favorite
Comedian in this year's Gallup Poll!"

Tell Your Congressman To Vote
To Repeal The Movie Tax.



House Committee to End Hearings Today

Washington, March 2.—The House Ways and Means Committee is scheduled to wind up four weeks of tax hearings tomorrow, with testimony from members of Congress.

Hearings on the 20 per cent Federal excise tax on theatres was one of the hearing's highlights.

Compo Lists Solons' Views

WASHINGTON, March 2.—Tax committee of the Council of Motion Picture Organizations is sending reports to all territories on their Congressional "strong spots, weak spots and holes," according to committee chairman Abram F. Myers.

Myers said the committee has practically finished its job of going through letters, speeches, personal pledges and other utterances of Congressmen and tabulating on how each stands on repeal of the admission tax. Each territory is getting the results on the Congressmen in its area, so that it can concentrate on those who have been evasive or are opposed to tax reduction or repeal and can get the views of the few who have not yet gone on record.

Patterson Offers Bill For Repeal of 20% Tax

WASHINGTON, March 2.—Rep. Patterson (R., Conn.) today sponsored a bill to repeal the 20 per cent admission tax and other excises, declaring that "theatre-goers would be reluctant to classify their attendance at the movies as a 'luxury'."

SIMPP Ratifies

(Continued from page 1)

the matter of voluntary contributions be and remain purely a matter between independent producers, their distributors and COMPO, without the involvement of SIMPP therein."

Spokesmen pointed out the reservation regarding financing merely reduces to writing an understanding already subscribed to by all parties concerned.

Arnall's remarks to the SIMPP on the forthcoming U. K. conference, and on his recent visit with President Truman were not disclosed. The night before, however, as a guest at the Motion Picture Industry Council's regular meeting, he had described the President as "very much interested" in all phases of the industry's problems, and had expressed confidence in the outcome of the British conferences on the re-negotiation of the film pact.

He told the MPIC that recent talks in New York between company heads and Hollywood guild and labor officials had supplied a knowledge which will be an "important element" in the London discussions, and that he anticipates "fair and just treatment at the hands of the British government as well as all foreign governments."

Arnall expects to remain here over the weekend.

Odds in the Capital Are For a Reduction of Tax

WASHINGTON, March 2.—The House Ways and Means Committee expects to start executive sessions early next week on the 1950 tax bill.

Committee members hope to have a bill ready for House floor action just before or just after the Easter recess early next month, and the odds are that it will include a cut in the admission tax. Repeal is considered here to be out of the question.

Republican members have announced that one of the first things that will happen in next week's executive session is their move to take up excise reduction immediately and rush through Congress a separate excise

bill, without waiting for action on other portions of the President's tax program. The Republicans tried this once before, on Feb. 3 when the tax hearings opened, and were defeated on a straight party-line vote.

Though the tax bill finally reported by the committee will not have much in it besides excise cuts, Democratic members feel they must at least go through the motions of meeting President Truman's demands for additional new revenues to offset any excise cuts.

Even if the committee approves the Republican move, it is extremely unlikely that the House Democratic leadership would let such a bill reach the floor, but would rather insist on a one-package bill, including some revenue-raising as well as excise cuts.

TOA, Theatre TV

(Continued from page 1)

to the Federal Communications Commission for theatre video hearings.

TOA executive director Gael Sullivan, Si H. Fabian and Robert J. O'Donnell, designated by the executive committee as a committee to hold "emergency meetings" with distribution presidents in line with the first exploration point, plan to confer in Albany today with Motion Picture Association of America president Eric A. Johnston on the subject. All four will attend this evening's Saul Ullman testimonial dinner there, and the TOA trio will use that occasion to approach Johnston on the possibility of future talks with company heads.

To Set Up Research

The second and third points authorized by the executive committee will be carried out by the TOA theatre television planning committee, which is represented by Nate Halpern and Robert J. O'Brien. The duo was given the "green light" to set in motion the entire program of recommendations submitted by the TV planning unit.

This includes a broad plan for exchanging information with exhibitors of any and all affiliations, and the establishment of a TOA theatre video research department that will serve as the focal point for "educating" the various industry branches in connection with legal, economic, programming and engineering aspects of theatre TV. A particular aim of the research department will be to apprise "grass roots" exhibitors of the developments and possibilities surrounding large-screen video.

'No Uniform Attitude'

The distributors and producers' concept of theatre video and its possibilities is "cloudy" and investigation has revealed that there is "no uniform attitude" among members of those industry branches on the subject, Sullivan said yesterday during a press conference. TOA's intention, he added, is to rectify that in talks with Johnston and distribution chiefs. Conferences are expected to be held also with representatives of the Society of Independent Motion Picture Producers.

TOA president Samuel Pinanski, Sullivan said, will devote his address at the forthcoming 20th Century-Fox exhibitors' "Showmanship Meeting" in Chicago to an elaboration of this new TOA program to solve the problems inherent in theatre television.

Practice Code

(Continued from page 1)

for Oct. 30-Nov. 2 at Houston, Texas.

Thus the distributors, and perhaps other exhibitor organizations, will not be approached for code conferences until after Nov. 2, if, of course, the TOA convention ratifies.

The proposals being drafted by the Reade committee will touch on every facet of competitive bidding, arbitration, prints and clearances. It is regarded as self-evident that the proposals are not in final stage of drafting at this time since the whole question of arbitration alone stands unanswered.

The results of possible all-industry conferences on arbitration, whose initiation by the distributors will be sought shortly by TOA president Samuel Pinanski under authorization by the organization's executive committee, extended on Wednesday, naturally will have to be considered by the Reade committee in the setting up of proposals bearing on arbitration. The arbitration conferences would determine, TOA believes, whether the industry wants an arbitration system, and whether an acceptable system can be evolved.

TOA Organization

(Continued from page 1)

unorganized TOA members, Sullivan said.

The organization committee includes Sullivan, S. H. Fabian, Leonard Goldenson, Robert J. O'Donnell, Robert W. Coyne, Sherrill Corwin, and Mitchell Wolfson. It will await receipt of a "national plan" from Sullivan before launching organizing efforts during April, May and June.

Among the areas which the committee will seek to organize are Minnesota, Ohio and Pennsylvania, where there are TOA members but no local units.

Sullivan revealed additionally that the executive committee decided that TOA headquarters will "move in" on local censorship problems only when requested to do so by local units. Meanwhile, he said, the Tennessee unit will be notified that the national TOA organization will "be glad" to enter the "Curly" court fight if the local unit desires to enter the dispute in behalf of the plaintiffs and if, in such an event, it should desire to have national TOA support.

402 Ontario Houses Ask for a Tax Cut

Toronto, March 2.—To put emphasis behind its brief to the Ontario government for a cut in the 20 per cent amusement tax, the Motion Picture Theatres Association of Ontario has placed with Premier L. M. Frost a file of protest letters from 402 of the 448 theatres in the Province.

The Ontario legislature is in full swing but no amendment to the tax act has been laid before the legislators. Exhibitors are confident, however, that action will take place and hope for a reduction at least equal to one-half of the levy.

Production Steady, With 31 in Work

HOLLYWOOD, March 2.—With seven pictures started and the same number completed, the production index remained the same as last week, a total of 31 in work.

Started were: "Prowl Car," Columbia; "Timber Fury," Eagle-Lion; "Highway Patrol" and "None Came Back," Lippert; "The Next Voice You Hear," Metro-Goldwyn-Mayer; "State Police Patrol," Republic; "Nobody's Safe," RKO Radio.

Completed were: "Firefighters" and "Texas Dynamo," Columbia; "Visa" and "Father of the Bride," Metro-Goldwyn-Mayer; "Henry Does It Again," Monogram; "Dark Violence," Republic; "White Rose for Julie," RKO Radio.

Wolfson to Preside

(Continued from page 1)

participation of more than 200 exhibitor heads of circuits and theatres utilizing the 20th-Fox plan of showmanship, which will be presented to the group on Wednesday, as a basis for discussion. First-hand reports of experiences in the field with new and increased showmanship methods are expected to be forthcoming.

Company division sales managers attending the meeting will include: Herman Wobber, Harry Ballance, Ray Moon, Edwin Aaron, Howard Minsky, Arthur Silverstone, Martin Moskowitz and E. X. Callahan.

Branch managers scheduled to attend include: Sam Diamond, Dan Houlihan, Charles Kosco, Jim Connolly, Ben Simon, Sieg Horowitz, Al Levy, Glenn Norris, Tom Gilliam, Joe Rosen, I. J. Schmertz, Joe Lee, Tom McCleaster, Fred Dodson, John Holston, Phil Longdon, Mark Sheridan, William Briant, Tom Young, Marion Osborne, Ralph Pielow, Joe Neger, Jack Lorentz, Moe Levy, Joe Scott, Gordon Haloran, V. J. Dugan, Clyde Eckhardt, Charles Powers, Charles Walker, Alex Harrison, Chilton Robinett, Vernon Storey, Gerald Chernoff, R. G. March, Peter Myers, J. E. Patterson and J. H. Huber.

Field exploitation men who will be present are: Eddie Solomon, Ted Tod, Phil Engel, Ed Yarbrough, Sam Glasier, and Jimmy Gillespie.

Morgan at Charlotte

Oscar Morgan, Paramount's general sales manager for shorts and newsreels, is in Charlotte today for meetings with branch executives and circuit heads. He held similar meetings yesterday in Jacksonville and is due to return to his New York headquarters on Monday.

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
Feb. 5	(Feb. Release) FATHER IS A FATHER Randy Scott D-84 min. (Rev. 1/13/50)	(Feb. Release) THE SUNDOWNERS (Color) Randy Scott D-84 min. (Rev. 1/13/50)	EAST SIDE, WEST James Mason Barbara Stanwyck Van Heflin D-108 min. (Rev. 12/16/49)	JOE PALOOKA MEETS HUMPHREY BROWN Robert Coogan D-85 min. (Rev. 1/30/50)	(Feb. Release) CAPTAIN CHINA John Payne Gail Russell D-98 min. (Rev. 11/1/49)	UNMASKED Robt. Rockwell O-60 min. (Rev. 2/14/50)	STRONGBOLI Robert Montgomery D-81 min. (Rev. 2/15/50)	(Feb. Release) WHEN WILLIE COMES MARCHING HOME Dan Dailey Carmine Caluso D-82 min. (Rev. 1/4/50)	JOHNNY HOLIDAY William Holden Allen Martin, Jr. D-94 min. (Rev. 12/19/49)	(Feb. Release) BORDERLINE Frank Sinatra Claire Trevor D-88 min. (Rev. 1/11/50)	BACKFIRE Virginia Mayo Gordon MacRae D-84 min. (Rev. 1/18/50)	FALLIN' IDOL Ralph Richardson D-84 min. (Rev. 10/1/49) (Release: Feb.)
Feb. 12	(Feb. Release) THE NEVADAN (Color) Randy Scott D-81 min. (Rev. 1/13/50)	(Feb. Release) THE SUNDOWNERS (Color) Randy Scott D-84 min. (Rev. 1/13/50)	(Reissue) BLOSSOMS IN THE DUST Robert Preston Wendell Corey D-79 min. (Rev. 6/23/41)	BLONDE DYANETTE Bowers Boys O	DEAR WIFE William Holden Joan Caulfield C-D-88 min. (Rev. 11/7/49)	GUNMEN OF ALABAMA Robert Rockwell D-80 min. (Rev. 2/14/50)	VENDETTA Faith Domergue D	DAKOTA LIL (Color) George Montgomery Marie Windsor D-85 min. (Rev. 1/20/50)	GIRL FROM SAN LORENZO Duncan Renaldo O-59 min.	FRANCIS Donald O'Connor Patricia Medina D-84 min. (Rev. 12/12/49)	CHAIN LIGHTNING Humphrey Bogart Eleanor Parker D-84 min. (Rev. 2/1/50)	THE THIRD MAN Joseph Cotten Orson Welles D-104 min. (Release: March)
Feb. 19	(Feb. Release) GIRLS' SCHOOL Joyce Reynolds D-62 min. (Rev. 2/27/50)	(Feb. Release) THE AMAZING MR. BEECHAM Cecil Parker A. E. Matthews D-85 min. (Rev. 12/27/49)	KEY TO THE CITY Clark Gable Loretta Young C-D-89 min. (Rev. 1/27/50)	WEST OF WYOMING Johnny Mack Brown O-57 min.	DEAR WIFE William Holden Joan Caulfield C-D-88 min. (Rev. 11/7/49)	TARNISHED Dorothy Patrick D	BED OF ROSES Jean Fontaine Robt. Ryan D	TWELVE O'CLOCK HIGH Gregory Peck Hugh Marlowe D-82 min. (Rev. 12/21/49)	LOVE HAPPY Marx Brothers Ilona Massey O-91 min. (Rev. 9/20/49)	THE KID FROM TOKYO (Color) Audie Murphy Gale Storm D-78 min. (Rev. 2/23/50)	YOUNG MAN WITH A HORN Kirk Douglas Carol Mathews D-113 min. (Rev. 2/8/50)	FLYING SAUCER Mike Conrad D-89 min. (Rev. 1/8/50) (Release: 1/10)
Feb. 26	(Feb. Release) TRAIL OF THE RUSTLERS Charles O. Starrett O	(Mar. Release) THIRD MAN Joseph Cotten Vivien Leigh D-104 min. (Rev. 1/31/50)	NANCY GOES TO RIO Ann Sothern Jane Powell M-D-99 min. (Rev. 2/2/50)	OVER THE BORDER Johnny Mack Brown O	(Color) SINGING GUNS Vaughn Monroe Ella Raines O-M-91 min.	CINDERELLA (Disney Feature) 74 min. (Rev. 12/13/49)	GREAT PLANE ROBBERY Tom Conway Margaret Hamilton D-81 min.	THE KID FROM TOKYO (Color) Audie Murphy Gale Storm D-78 min. (Rev. 2/23/50)	BUCCANEER'S Yvonne DeCarlo Phillip Friend (Color) D-77 min. (Rev. 3/1/50)	OUTSIDE THE WALL Richard Basehart D-80 min. (Rev. 2/6/50)	PERFECT STRANGERS Ginger Rogers Dennis Morgan D-88 min. (Rev. 2/28/50)	THE WIND IS MY LOVER Vivien Leigh D (Release: Feb.)
Mar. 5	(Mar. Release) NO SAD SONGS FOR ME Margaret Sullivan Wendell Corey D	(Mar. Release) GLASS MOUNTAIN Valentina Cortese M-D-90 min. (Rev. 1/13/50)	BLACK HAND Gene Kelly D-93 min. (Rev. 1/13/50)	KILLER SHARK Roddy McDowell D	PAID IN FULL Robert Cummings Elizabeth Scott D-109 min. (Rev. 12/22/49)	FEDERAL AGENT AT LARGE Dorothy Patrick Robt. Rockwell D-60 min.	WEEP NO MORE Joseph Cotten Valli D	UNDER MY SKIN Myrna Loy Peter Lorre D-79 min. (Rev. 2/28/50)	QUICKSAND Myrna Loy Peter Lorre D-79 min. (Rev. 2/28/50)	SHAMPAGNE FOR CAESAR Ronald Colman Gladys Cooper D-99 min. (Rev. 2/7/50)	BARRICADE (Color) Ruth Roman Dane Clark Raymond Massey D-75 min. (918)	EVERYBODY'S DANCING M (Release: 3/31)
Mar. 12	(Mar. Release) THE PALOMINO (Color) Lola Albright D-63 min. (Rev. 1/13/50)	(Mar. Release) THE FIGHTING STALLION (Color) Doris Merrick D-62 min. (Rev. 1/13/50)	CONSPIRATOR Robert Taylor Elizabeth Taylor D-87 min. (Rev. 2/7/50)	SQUARE DANCE KATY Jim Davis Vera Vague	(Mar. Release) PAID IN FULL Robert Cummings Elizabeth Scott D-109 min. (Rev. 12/22/49)	UNDER MY SKIN Myrna Loy Peter Lorre D-79 min. (Rev. 2/28/50)	QUICKSAND Myrna Loy Peter Lorre D-79 min. (Rev. 2/28/50)	SHAMPAGNE FOR CAESAR Ronald Colman Gladys Cooper D-99 min. (Rev. 2/7/50)	MA AND PA KETTLE GO TO TOWN Marjorie Main Percy Kilbride C-70 min. (Release: 4/21)	STAGE FRIGHT Marlene Dietrich Jane Wyman D-110 min. (Rev. 2/23/50)	THE VICTIOUS YEARS Tommy Cook D-79 min. (Rev. 2/23/50) (Release: March)	WESTERN PACIFIC AGENT D (Release: 3/17)
Mar. 19	(Mar. Release) BLONDIE'S HERO Penny Singleton C-67 min.	(Mar. Release) THE FIGHTING STALLION (Color) Doris Merrick D-62 min. (Rev. 1/13/50)	CONSPIRATOR Robert Taylor Elizabeth Taylor D-87 min. (Rev. 2/7/50)	SQUARE DANCE KATY Jim Davis Vera Vague	(Mar. Release) PAID IN FULL Robert Cummings Elizabeth Scott D-109 min. (Rev. 12/22/49)	UNDER MY SKIN Myrna Loy Peter Lorre D-79 min. (Rev. 2/28/50)	QUICKSAND Myrna Loy Peter Lorre D-79 min. (Rev. 2/28/50)	SHAMPAGNE FOR CAESAR Ronald Colman Gladys Cooper D-99 min. (Rev. 2/7/50)	MA AND PA KETTLE GO TO TOWN Marjorie Main Percy Kilbride C-70 min. (Release: 4/21)	STAGE FRIGHT Marlene Dietrich Jane Wyman D-110 min. (Rev. 2/23/50)	THE VICTIOUS YEARS Tommy Cook D-79 min. (Rev. 2/23/50) (Release: March)	WESTERN PACIFIC AGENT D (Release: 3/17)
Mar. 26	(Mar. Release) WOMAN OF DISTINCTION Ruth Warrick C-D	(Mar. Release) THE FIGHTING STALLION (Color) Doris Merrick D-62 min. (Rev. 1/13/50)	CONSPIRATOR Robert Taylor Elizabeth Taylor D-87 min. (Rev. 2/7/50)	SQUARE DANCE KATY Jim Davis Vera Vague	(Mar. Release) PAID IN FULL Robert Cummings Elizabeth Scott D-109 min. (Rev. 12/22/49)	UNDER MY SKIN Myrna Loy Peter Lorre D-79 min. (Rev. 2/28/50)	QUICKSAND Myrna Loy Peter Lorre D-79 min. (Rev. 2/28/50)	SHAMPAGNE FOR CAESAR Ronald Colman Gladys Cooper D-99 min. (Rev. 2/7/50)	MA AND PA KETTLE GO TO TOWN Marjorie Main Percy Kilbride C-70 min. (Release: 4/21)	STAGE FRIGHT Marlene Dietrich Jane Wyman D-110 min. (Rev. 2/23/50)	THE VICTIOUS YEARS Tommy Cook D-79 min. (Rev. 2/23/50) (Release: March)	WESTERN PACIFIC AGENT D (Release: 3/17)
April 2	(April Release) THE PERFECT COUNTRY Stanley Holloway D-87 min. (015)	(April Release) THE PERFECT COUNTRY	YELLOW CAB MAN Red Skelton Gloria De Haven C-85 min. (Rev. 2/17/50)	GUN ROAR IN ROCKHILL Whip Wilson O	(April Release) RIDING HIGH Bing Crosby Cohen Gray D-M-112 min. (4917) (Rev. 1/9/50)	WHITE TOWER Glenn Ford Valli D	CHAMPAGNE FOR CAESAR Ronald Colman Gladys Cooper D-99 min. (Rev. 2/7/50)	(April Release) MA AND PA KETTLE GO TO TOWN Marjorie Main Percy Kilbride C-70 min. (Release: 4/21)	STAGE FRIGHT Marlene Dietrich Jane Wyman D-110 min. (Rev. 2/23/50)	THE VICTIOUS YEARS Tommy Cook D-79 min. (Rev. 2/23/50) (Release: March)	WESTERN PACIFIC AGENT D (Release: 3/17)	
April 9	(April Release) WOMAN OF DISTINCTION Ruth Warrick C-D	(April Release) THE PERFECT COUNTRY	YELLOW CAB MAN Red Skelton Gloria De Haven C-85 min. (Rev. 2/17/50)	GUN ROAR IN ROCKHILL Whip Wilson O	(April Release) RIDING HIGH Bing Crosby Cohen Gray D-M-112 min. (4917) (Rev. 1/9/50)	WHITE TOWER Glenn Ford Valli D	CHAMPAGNE FOR CAESAR Ronald Colman Gladys Cooper D-99 min. (Rev. 2/7/50)	(April Release) MA AND PA KETTLE GO TO TOWN Marjorie Main Percy Kilbride C-70 min. (Release: 4/21)	STAGE FRIGHT Marlene Dietrich Jane Wyman D-110 min. (Rev. 2/23/50)	THE VICTIOUS YEARS Tommy Cook D-79 min. (Rev. 2/23/50) (Release: March)	WESTERN PACIFIC AGENT D (Release: 3/17)	
April 16	(April Release) MILITARY ACADEMY Stanley Clements D	(April Release) THE PERFECT COUNTRY	YELLOW CAB MAN Red Skelton Gloria De Haven C-85 min. (Rev. 2/17/50)	GUN ROAR IN ROCKHILL Whip Wilson O	(April Release) RIDING HIGH Bing Crosby Cohen Gray D-M-112 min. (4917) (Rev. 1/9/50)	WHITE TOWER Glenn Ford Valli D	CHAMPAGNE FOR CAESAR Ronald Colman Gladys Cooper D-99 min. (Rev. 2/7/50)	(April Release) MA AND PA KETTLE GO TO TOWN Marjorie Main Percy Kilbride C-70 min. (Release: 4/21)	STAGE FRIGHT Marlene Dietrich Jane Wyman D-110 min. (Rev. 2/23/50)	THE VICTIOUS YEARS Tommy Cook D-79 min. (Rev. 2/23/50) (Release: March)	WESTERN PACIFIC AGENT D (Release: 3/17)	

Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Domestic

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VOL. 67. NO. 43

NEW YORK, U.S.A., MONDAY, MARCH 6, 1950

TEN CENTS

Warn Theatres Of Promotion Racketeering

TOA Urges Look-Out for Illegal Talent Agencies

Theatre Owners of America headquarters here has alerted all of the organization's regional units against "an alarming growth of rackets and other illegal promotions built around Hollywood and motion picture production which are damaging to the entire motion picture industry."

In a bulletin issued at the weekend over the signature of TOA executive director Gael Sullivan, the regional offices are requested to advise their members to be on the look-out for the development of such rackets within their territories.

TOA advises exhibitors to investigate thoroughly any promotions involving talent schools, dancing schools and contests for screen tests, some

(Continued on page 7)

Give Solons 'Screen Credit' If Tax Credit Due: Myers

WASHINGTON, March 5.—The tax committee of the Council of Motion Picture Organizations today cautioned exhibitors not to forget to give "screen credit" to Congressmen who support repeal or reduction of the admission tax.

COMPO officials would not admit it, but one thought in their mind was obviously to keep the Congressmen on the industry's side for future battles

(Continued on page 8)

TV Installations For Century Circuit

Two large-screen theatre television systems of the instantaneous-projection type have been ordered from RCA by Century Circuit, operating 34 theatres in Brooklyn, Queens, Nassau, and Suffolk counties.

Present plans call for installations in the circuit's new 2,200-seat Meadows Theatre, at Fresh Meadows, Long Island, and its 2,500-seat Albe-Marle Theatre, 26-year-old Brooklyn

(Continued on page 7)

Industry Can Ease TV's Inroads, Says Raibourn

Impact of television's inroads on theatre attendance is likely to be eased only if the film industry "does something about it," according to Paul Raibourn, Paramount Pictures vice-president and president of Paramount Television Productions.

He said he sees at least two approaches to remedying the situation, calling for the development of theatre television and, secondly, the use of video in the promotion of films. Raibourn declared Paramount is the only company which has done any extensive experimentation in theatre TV to date.

A private Paramount survey discloses that owners of home television receivers have reduced the frequency of their film-going by 20 to 30 per cent, Raibourn reported. He said Paramount is undertaking to ascertain

(Continued on page 8)

Atlas' Film Stocks Total \$2,121,416

Motion picture security investments valued at \$2,121,416 as of Dec. 31, 1949, are held by Atlas Corp., according to the company's annual report to stockholders from Floyd B. Odum, president.

Atlas held 50,000 shares of Paramount Pictures common, listed at \$1,100,000, Walt Disney Productions four per cent "A" bonds in the amount of \$234,460, and 93,050 shares of Disney common valued at \$558,300. Also list-

(Continued on page 7)

20th-Fox Will Talk Product

Intra-company meetings on distribution of forthcoming 20th Century-Fox product will be held at Chicago tomorrow before the opening of the company-sponsored "Showmanship Meeting" for which 300 delegates are expected to gather at the Hotel Drake on Wednesday and Thursday.

Home office executives will leave here today for Chicago, with division and branch sales managers scheduled to leave their respective territories in time to attend tomorrow's meetings.

At the opening of the "Showmanship Meeting" on Wednesday, heads

(Continued on page 8)

US Films Appeal to World: Hitchcock

The advantage of the American film business is that it is based on a perfect international status insofar as stars, directors, producers and other artists are concerned, Alfred Hitchcock declared here at the weekend. It is this internationalism of talent that makes American pictures popular all over the world, he said.

Hitchcock said that his next Warner film would be made in this country instead of England in order to

(Continued on page 7)

15th Annual QP Showmanship Awards Judging Today; Entries Hit a Record

The 15th annual Motion Picture Herald Managers' Round Table judging in the Quigley Awards "Showmanship Competition" will take place today at the Waldorf-Astoria Hotel, here. Approximately 80 representatives of production, distribution and exhibition will be present and will examine the showmanship campaign entries, received from every state in the country, Canada and abroad.

This year, there will be two identical Quigley Grand Awards, one to be given for the larger situations, first-run or where there is circuit or other cooperation, and the other in smaller situations for subsequent runs where the manager is on his own. A limited number of finalists have been selected from the largest total number of contenders in the history of the competition. Each winner will receive a Quigley Award plaque for the best showmanship in his class during 1949.

Martin Quigley will introduce Ted Gamble, president of Gamble Enterprises, Inc., as the guest speaker. Luncheon will follow the judging. Announcement of the two winners will be made in Motion Picture Herald and Motion Picture Daily on March 11. Presentation of the plaques will take place in May.

'Curley' Case Appeal Ready By Next Week

Tax As Well As Censor Test Seen Possible

The industry's appeal to the United States Supreme Court in the censorship case arising out of the banning of Hal Roach's "Curley" by the Memphis censor board is scheduled to be filed with the high court next week.

Besides being the industry's first challenge in the sound film era of the legality of censor boards to be brought to the Supreme Court, some industry officials believe a favorable decision by the Supreme Court may lay the foundation for freeing theatres from the imposition of excise taxes hereafter.

If the Supreme Court agrees to review the "Curley" case and subsequently rules censorship of films to be a violation of the First Amendment to the Constitution, guaranteeing freedom of speech and of the press, some attorneys believe it will be but a short

(Continued on page 8)

CompoMembersSet ForNewOrganizing AndPlanningMeet

Date for the next meeting of the Council of Motion Picture Organizations is expected to be set soon after the return of Ned E. Depinet. COMPO chairman, from the Coast, in consequence of the ratification of the action of the December COMPO meeting in Washington by Theatre Owners of America and the Society of Independent Motion Picture Producers last week. All other charter

(Continued on page 8)

Gualino on MPAA's Foreign Aid Unit

Italian film producers have named Dr. Renato Gualino to serve on the Motion Picture Association of America's new Advisory Unit for Foreign Films, it was announced at the weekend by John G. McCarthy, MPAA vice-president in charge of international affairs.

The unit was set up early this year under the direction of B. Bernard Kreisler as a consultative service for

(Continued on page 7)

Skouras Is Made 'Man of the Year'

Hollywood, March 5—Some 1,200 persons, including executives from virtually every Hollywood studio and East Coast motion picture company officials joined in honoring Charles P. Skouras, president of Fox West Coast Theatres, as B'nai B'rith "Man of the Year" at a testimonial dinner at the Ambassador Hotel last evening.

Skouras was paid tribute by film leaders, government, civic and other business leaders.

He was chosen for the honor by the B'nai B'rith, according to Sid Rogell, president of the Beverly Hills Lodge, for outstanding contributions to inter-racial understanding, community welfare and philanthropic enterprises.

Reade-RKO Hearing Is Off to Thursday

Hearing on the motion directing Walter Reade to show cause why his partnership with RKO in Trenton-New Brunswick Theatres should not be dissolved has been postponed to Thursday in New Jersey State Court, Trenton. The hearing, which had been set for today, was put off because it conflicted with the court's calendar.

Today is the deadline for RKO to take action on disposition of its one-sixth stock interest in Metropolitan Playhouses here, and unless a last-minute deal is consummated, it is believed RKO will ask the New York Supreme Court to appoint a trustee for its shares.

Depart for 'Quo Vadis'

HOLLYWOOD, March 5.—With Henry Honigson, business manager for the unit already in Rome, production members of M-G-M's "Quo Vadis" have started leaving for Italy, the first being William Horning, who is designing sets under supervision of Cedric Gibbons. Following shortly are Herschel McCoy, costume designer, and Courtney Haslam of the Culver City wardrobe department.

Next month producer Sam Zimbalist and director Mervyn LeRoy will leave for London, and then Rome where production will get under way in May. Robert Taylor, who has been assigned the leading role and who is the only Hollywood actor cast so far, plans to depart for Italy April 1.

Rosenberg to Monogram

LOS ANGELES, March 5.—Joe Rosenberg, film salesman formerly associated with Eagle-Lion, Film Classics and Warner Brothers, has been added to the staff of Monogram's local exchange, where he will serve in the same capacity, it was announced by Howard Stubbins, West Coast franchise owner.

Personal Mention

JAMES MULVEY, president of Samuel Goldwyn Productions, is due at his office here today from Florida.

ROBERT C. RYAN, formerly with Warner at Denver, has joined Monogram there as a salesman, replacing FRANK CHILDS, who resigned to enter business for himself.

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here tomorrow for Jacksonville.

JACK P. HARRIS, Walter Reade Theatres' head film buyer, and MRS. HARRIS have left here for a Miami Beach vacation.

EDWARD L. WALTON, Republic assistant general sales manager, left here on Saturday for Minneapolis, first stop on a Western trip.

HARRY RICE, publicist, has been appointed manager of the Embassy Theatre, San Francisco.

SAM RINZLER, head of Randforce Amusement Co., Brooklyn, is vacationing in Florida.

J. MILLER WALKER, RKO vice-president, is due to return here from the Coast this week.

LIGE BRIEN, Eagle-Lion exploitation director, will leave here today for Baltimore.

HELEN DEUTSCH, M-G-M writer, is in New York from the Coast.

CHARLES MAYER, managing director in Japan for the Motion Picture Export Association, left Tokyo on Friday by plane and was due to arrive here yesterday.

E. S. GREGG, Westrex vice-president and general manager, is in Johannesburg, South Africa, following visits to company subsidiaries in England, Southwest Europe and Northwest Africa.

HAROLD HENDEE, RKO Radio research director, will speak on "Authenticating the Movies" tomorrow before the scenario writing and production class at Columbia University.

MAX COHEN, Film Classics Eastern sales manager, has left here for Cleveland and will continue to Pittsburgh on Friday.

SID COHEN, Buffalo exhibitor, has retired as a partner in the Allendale Theatre there, leaving MEL SCHWARTZ as the sole owner.

HUGH OWEN, Paramount Eastern and Southern sales manager, will return here today from a Southern tour.

JACK DAVIS of the Monseigneur News Theatre Circuit, has arrived here from London.

ROBERT DALEY, former Creighton University halfback, has joined Eagle-Lion at Omaha as a salesman.

JOSEPH H. HAZEN, president of Hal Wallis Productions, has returned to New York from Florida.

Fabian Heads Group For Mayer Dinner

Si H. Fabian, head of Fabian Theatres, has been named chairman of the amusements division for the 55th anniversary dinner of the U. S. Jewish War Veterans. Eric Johnston is chairman of the dinner committee.

The Veterans will gather at the Waldorf-Astoria here on April 12 to honor Louis B. Mayer, who is to receive the organization's 1950 "Gold Medal of Merit."

See 'Harry Blair Award'

The board of directors of the Associated Motion Picture Advertisers, New York, is understood to be considering an annual "Harry Blair AMPA Award" to be given to the member who has contributed the most to the good of his profession during the year. The late Harry Blair, who was trade press liaison here for RKO Radio, was active in AMPA organization affairs.

Named Variety Delegates

BALTIMORE, March 5.—Members of the Baltimore Variety tent have named Rodney Collier, Stanley Theatre manager, and Nick O. D. Weems, film salesman, as their delegates to the Variety International convention at New Orleans. Alternates are Spaulding Albert and William G. Myers.

Name Kinney to RKO Pathe Publicity Post

Charles B. Kinney, for the past nine months customer contact in RKO Pathe's commercial film department, has been appointed special publicity-exploitation representative for the short subject producing organization.

Cut B. & K. House Scale

CHICAGO, March 5.—A new reduced admission scale has gone into effect at the Balaban and Katz Garrick Theatre. Admissions now are 35 cents to 11 A.M., 50 cents to 5 P.M., and 74 cents all evening. A double feature first-run policy will continue. Prices will remain at 98 cents top in other B and K theatres.

Oppose Land for Drive-in

BOSTON, March 5.—Four Greater Boston municipalities, Cambridge, Somerville, Arlington and Belmont have protested the sale of state-owned land by the Metropolitan District Commission, a state agency, for a drive-in at North Cambridge.

Ban 'Stromboli'

ALBANY, N. Y. March 5.—Bishop Edmund F. Gibbons announced a ban on "Stromboli" for Catholics in the Albany diocese on Friday as the picture opened at Fabian's Grand.

Newsreel Parade

THE campaign for the admission tax repeal and the end of the leopard hunt are current newsreel highlights. Other items include carnivals, fashions and sports. Complete contents follow:

MOVIEONE NEWS, No. 19—Escaped leopard returns to captivity 1 death. Theodore Marcinkiewicz freed 17 years in jail. Rep. Curtis backs repeal of tax on theatre admissions. Coyotes hunted from the air. Jalopy racing. Baseball. High diving.

NEWS OF THE DAY, No. 253—Leopard escape ends in death. U. S. film-goers urge Congress to end admission tax. Lingerie fashions for 1950. Jap girls are real baseball players. Coyotes are hunted from an airplane. Jalopies run wild.

PARAMOUNT NEWS, No. 56—Mrs. Nancy Hodges, first woman speaker in Victoria, B. C. Diving thrills in Nassau. Petitions flood Washington for admission tax repeal. Carnival in Cologne. New war memorial in Soviet sector of Berlin. Leopard hunt. Ski jumping.

TELENEWS DIGEST, No. 9-B—Germany: Dresden hears speech by Gerhardt Eisler. Mrs. Robert Vogeler says husband is innocent of spy charge. Laos given sovereignty. Senator McMahon urges UN Assembly meet in Moscow. ECA officials confer with President Truman. Tourist boom in Haiti.

UNIVERSAL NEWS, No. 331—Finns defy Reds. Rep. Curtis urges repeal of Federal admission tax. Jap girls invade baseball diamond. Hunt coyotes from the air. Jalopy race. Basketball: New York University vs. Notre Dame.

WARNER PATHE NEWS, No. 58—Red Army parade in East Berlin. Mrs. Robert Vogeler awaits husband's release in spy trial. Ambassador Donald Heath heads home from Bulgaria. Truman opens Red Cross drive. Rep. Curtis asks for tax repeal. Florida fashions. Baseball. Jalopy racing. Great American cities: Portland, Ore.

20 'High' Exhibitor Previews This Month

Paramount's program of exhibitor showings of "Riding High" will be completed this month with the final 20 of the 62 special "sneak" previews scheduled for cities other than exchange centers, it was announced here Friday by A. W. Schwalberg, president of Paramount Film Distributing Corp. The total of 94 exhibitor showings will give the Frank Capra production, which stars Bing Crosby, the largest pre-sold exhibitor audience in the history of the company.

In most cases, showings are held in the form of "sneak" previews in local theatres.

'Home' Gets New Award

"Home of the Brave," Stanley Kramer-United Artists film, recipient of numerous awards, has now been chosen the "outstanding motion picture of 1949" by the Jewish War Veterans of New York State, it was announced by Arthur J. Aronson, State Commander. A plaque commemorating the award will be presented to Kramer in ceremonies here next week.

Bonded House-warming

Bonded Film Storage Co., Inc., was host on Friday at a house-warming for its new "Film Center Theatre" and new general offices in New York's Film Center Building.

LAUREL FILMS

in association with

EDMUND L. DORFMANN

present

“GUILTY
BYSTANDER”

Executive Producer

EDMUND L. DORFMANN

Directed and Co-Produced by

JOSEPH LERNER

Produced by

REX CARLTON

Released by

FILM CLASSICS, INC.

Starring.....

**ZACHARY
SCOTT**

(as Max Thursday)

and

**FAYE
EMERSON**

(as Georgia Thursday)

PETER WITT ASSOCIATES,

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2 WEST 47th ST., NEW YORK CITY, N. Y.

express sincere appreciation to

REX CARLTON

•

JOSEPH LERNER

EDMUND L. DORFMANN

*for having selected us as the casting office for
their outstanding dramatic production*

“GUILTY BYSTANDER”



President

Representatives for

MARY BOLAND

SAM LEVENE

J. EDWARD BROMBERG

JED PROUTY

DENNIS HARRISON

ELLIOTT SULLIVAN

RAY JULIAN

LES WHITE

HARRY LANDERS

GARNEY WILSON

Film Classics Has 10 for Early Release

With "The Pirates of Capri," its first big release in what promises to be a banner year, now in full swing, Film Classics, Inc., is set to go all out with "Guilty Bystander." Starring Zachary Scott and Faye Emerson, the film boasts a supporting cast of such names as Mary Boland, Sam Levene and J. Edward Bromberg. Shot entirely in New York City, "Guilty Bystander" was produced by Laurel Films in association with Edmund L. Dorfmann Productions. Joseph Lerner directed and co-produced, with Rex Carlton as producer.

"Four Days' Leave," starring Cornel Wilde, is next in line. Filmed in the Swiss Alps, it was produced by Lazar Wechsler, who made "The Search."

Filmed in Sweden

Viveca Lindfors and Christopher Kent head the cast in a big-budget, classic-type picture entitled "The Wind Is My Lover," filmed in Sweden.

"The Vicious Years," made by Emerald Productions, will be ready for March release, and arrangements are being made for a gala Hollywood premiere. The event will be televised and then kinescoped and used as a TV trailer in future key engagements. Heading the cast are Tommy Cook, Gar Moore, who scored in the for-

Hard to Tell Real From Make-Believe

Realistic effects and authentic New York scenes and atmosphere caught by chief cameraman Jerry Hirschfeld along Brooklyn's Gowanus Canal and in the city subways are matched in "Guilty Bystander" by the studio sets of production designer Leo Kerz. Transitions from the real to the make-believe were accomplished by the two so smoothly that the changes are almost indistinguishable.

eign-made "Paisan," and Sybil Merritt, a new dramatic find.

"Rapture" is set to follow "The Vicious Years." Made in Italy by Goldridge Productions, it stars Glenn Langan and Elsy Albiin.

"Good Time Girl," a Sydney Box production on which Samuel Goldwyn, Jr., was associate producer, is an exploitation special starring Jean Kent and Flora Robson.

Big One in Work

One of Film Classics' biggest is tentatively titled "Blackjack." Nearing completion, it stars George Sanders, Herbert Marshall, Patricia Roc and Agnes Moorehead.

Of unusual interest should be "A Game of Cards," a surrealist picture which will be shot in New York. Valerie Bettis, top ranking ballet dancer, will have the leading role.

"St. Benny the Dip" will star Dick Haymes. Roland Young and Lionel Stander have been signed for roles.

Lerner, Director of 'Bystander,' Lauds N. Y. As Film Scene

The availability of backgrounds which hardly could be duplicated in the largest Hollywood sound stages are used to great advantage in Film Classics' "Guilty Bystander," the new Zachary Scott-Faye Emerson co-starrer which was shot entirely in New York. Such varied locations as a Brooklyn subway station, the New Tombs Prison on Center Street, the fabled Gowanus Canal section in Brooklyn and various night spots and waterfront dives do much to add to the credibility of the picture.

Gotham Location

Joseph Lerner, who directed and co-produced, considers New York a rare backdrop, and believes there is nothing in Hollywood that New York cannot supply, unless it is studio space. He claims, too, that New York has the best sound equipment, the best young production men, technicians, and, more important, the largest offering of new faces in the acting profession.

The proximity of big-time television, radio and the Broadway stage is another great asset to a director having to cast his production in New York. The city is the focal point of these entertainment forms, and Lerner has found that the transition of the performers into film work is merely a matter of a little coaching and intelligent application.

Shooting on the teeming streets of New York eliminates the expensive

N. Y. Subways Posed Camera Problems

One of the most important scenes of Film Classics' "Guilty Bystander," starring Zachary Scott and Faye Emerson, had a subway station locale, featuring a fight between Scott and Eli Sullivan. Shooting the fight scene was no problem, but the subway station was.

The Court Street station on the Independent Line in downtown Brooklyn which has been closed to the public since 1946 was used. The script called for a train to pass the platform in the middle of the scene. This necessitated an electrically-charged third rail. The result was that the camera crew had a mere 20 inches in which to operate, with a comparable proximity to the third rail.

The ordinary bulbs used in the train were not of sufficient strength for filming purposes. So flood lights were set up on the opposite platform which shined through the cars and gave the desired effect.

item of constructing sets, and serves to heighten the realism of scenes which could not be attained otherwise. Lerner has found that it also offers an added stimulant to the actors, who, when surrounded by authenticity, submerge deeper into their roles and give more natural performances.

GERALD HIRSCHFELD

Director of Photography

LEO KERZ

Production Design and Sets

for

"GUILTY BYSTANDER"

Chicago House Says 'No Coal, No Show'

Chicago, March 5.—First Chicago theatre to close due to the coal shortage was the Midtown, 300-seat South Side house operated by Bernie Malits, who posted a sign on Friday reading, "Sorry, No Coal, No Show." Although no other theatres have closed as yet, it is expected a number of neighborhood houses may eliminate matinees beginning next week.

Fidelity, Erskine Prod. Merge; Slate First for March 31

HOLLYWOOD, March 5.—A contract for the merger of Fidelity Pictures and Chester Erskine Productions, with the new company to retain the Fidelity Pictures' name, was announced here on Friday by A. Pam Blumenthal, who will serve as chairman of the board for the new company. Howard Welsh is president, with Chester Erskine in the executive vice-president post.

The announcement stated that Ginger Rogers, Paulette Goddard, Ann Sheridan and Dennis O'Keefe will star in pictures slated for early production, with the first, "Man Run," starring Miss Rogers and O'Keefe, scheduled to start production on March 31.

Blumenthal left here by plane on Friday for New York.

NYC Theatres Adopt Temperature Ceiling

All New York theatres have voluntarily pledged to comply with the directive issued by Bertram D. Talamy, State Solid Fuels Administrator, for the maintenance of temperature ceilings of 68 to 70 degrees in state and municipal buildings.

Myers Not to Attend 20th-Fox Meeting

WASHINGTON, March 5.—Allied States general counsel Abram F. Myers said that pressure of work for the Council of Motion Picture Organization's tax committee will keep him from addressing 20th Century-Fox's "Showmanship Meeting" in Chicago this week. Myers was listed as one of the speakers.

Global Appeal

(Continued from page 1)

avoid the double tax situation. He explained that "outside" producers in England are allowed a maximum of 183 days within a fiscal year to make a picture without paying taxes to the government.

Hitchcock asserted that the main advantage of making pictures in England is "the using up of pounds."

Hitchcock recently arrived here from England to search for story material and help promote his latest Warner release, "Stage Fright." His current agreement calls for three more pictures to be made in the next period extending over three to four years.

Review

"The Outriders"

(Metro-Goldwyn-Mayer)

"THE OUTRIDERS" is an imposing Western. Story, photography, performances, direction and Technicolor combine auspiciously to give it stature. It is heavyweight Western fare and carries a lot of solid conviction. It is splendidly constructed from an entertainment standpoint. It is, therefore, easy to predict a bright box-office future for this Richard Goldstone production. For marquee purposes there are the names of Joel McCrea, Arlene Dahl and Claude Jarman, Jr.

The screenplay, by Irving Ravetch, from his own story, is broad in scope and dynamic in content, covering the final months of the Civil War. Three Southern prisoners-of-war, McCrea, Barry Sullivan and James Whitmore, escape and make a desperate flight Southward. Their plan to return to their homes rather than rejoin the Confederate forces is thwarted when they run into a band of infamous Quantrell raiders. It is either join up with the Southern irregulars or die. They join and are assigned the task of ingratiating themselves with the leader of a wagon train carrying \$1,000,000 in gold bullion from Santa Fe to the Federal Treasury in St. Louis. They become outriders for the train, planning to lead it into a trap set by the raiders.

Of the trio, McCrea, a manifestly ethical individual, is the most reluctant to join in the plot, and when he falls in love with Miss Dahl, who is traveling with the train, he is torn between his loyalty to the Southern cause and determination to save her from the fate the raiders plan for the train. Meanwhile, he has won out over Sullivan in rivalry for the girl's affections, and, in consequence, the two men become bitter foes.

Before the trap is sprung it is learned the war has ended. McCrea reveals the plot to the wagon men and joins them in a showdown battle with the raiders who, more bandits than soldiers, are determined to get the loot. The finale finds McCrea solidly triumphant over Sullivan. Jarman, as a young relative of Miss Dahl, loses his life during a rapids-crossing about mid-way in the film. Others in the well-rounded cast are Ramon Novarro, Jeff Corey, Ted De Corsia and Martin Garralaga. Direction by Roy Rowland, music by Andre Previn and photography by Charles Schoenbaum are top-notch in virtually every respect.

Running time, 93 minutes. General audience classification. For April release.

CHARLES L. FRANK

Racketeering

(Continued from page 1)

involving free trips to Hollywood, before theatres undertake to participate in any such activities.

It is pointed out by TOA that "state, county, city and Federal agencies in Hollywood recently moved to halt operations of seven of Hollywood's television talent agencies, which, they claim, have been mulcting clients of an estimated \$20,000 weekly." Much of the "evidence" in those cases, TOA stated, was turned over to the authorities by reputable industry organizations.

TOA regionals are requested to inform Art Arthur, executive secretary of the Motion Picture Industry Council in Los Angeles, of any operations of doubtful legality so that they may be brought to the attention of proper law enforcement authorities.

"The special point to be made," the TOA bulletin states, "is that if exhibitors have any reason to be suspicious of people showing up in their towns or cities and claiming Hollywood identities, they need only get in touch with Arthur for accurate identification, and any available information on their credit standing."

The publicity which accompanies the operations of talent racketeers and other such malefactors reflects on the entire industry, and it is therefore essential that every exhibitor exercise constant vigilance, the TOA advises.

Atlas' Film Stocks

(Continued from page 1)

ed are 234,012 Radio-Keith-Orpheum option warrants which expired Jan. 31, and 750 shares of \$5 preferred stock and 150 shares of common of Motion Picture Capital Corp., with a combined value of \$125,000.

Atlas owns 750 shares or 75 per cent of the capital stock of City Theatres Co., valued at \$100,000.

TV Installations

(Continued from page 1)

house, according to Albert A. Hovell, president, and Fred Schwartz, vice-president of the circuit.

The recently-opened Meadows is the first new motion picture house for which theatre TV equipment has been purchased, according to Barton Kreuzer, manager of RCA theatre and sound products, which made the announcement.

Both equipments are scheduled for delivery early in the summer. They are designed to produce a screen image 20-by-15 feet at an optimum throw of about 65 feet.

Sees TV a 'Cure'

"It is our conviction, based on our own observations and the experience of other exhibitors," said Schwartz, "that theatre television is the cure for box-office doldrums. It is not merely an effective answer to the competition of home television, but is a vital new force in the entertainment world."

Programming plans for the Meadows and the Albemarle, he said, encompass initially the showing of special sports and news events, as they occur, in combination with regular motion picture programs. Long-range plans include exploration and development of special forms of TV entertainment suitable for theatre presentation.

Unless a decision is made in the meantime by the FCC on applications now pending for special frequency channels for the distribution of theatre television programs, arrangements will be made to bring selected TV subjects to the two theatres by coaxial cable or telephone lines.

165 More 'Outlaw' Dates

RKO Radio has set 165 additional openings of Howard Hughes' "The Outlaw" during March.

Osborne Cites Sharp Upswing In Far East

Back in New York for executive conferences following a 21-month tour of Asiatic countries, Monogram-International Far Eastern representative William Osborne cited a number of developments favorable to the American industry in the countries which he visited.

Osborne said a sharp upswing in theatre business was noted in Hong Kong in consequence of the large influx of refugees from the Chinese mainland due to the advancement of Communist armies. American films are particularly popular in Hong Kong, where independent Chinese interests have constructed three new first-run houses to accommodate the demand for entertainment, according to Osborne.

Indonesia and the Philippines also are enjoying good theatre business, he reported. Action fare is most popular in those areas, he added.

Theatre owners in the Philippines are as active in the exploitation of pictures as American exhibitors, said Osborne, who makes his headquarters in Manila. He will return there after a visit here of several weeks with Monogram-International president Norton V. Ritchey and other company executives.

Dinner for Shlyen in Kansas City March 28

KANSAS CITY, March 5.—The recently-formed Motion Picture Association of Greater Kansas City is sponsoring a testimonial dinner on March 28 at the Hotel Muehlebach here for Ben Shlyen, publisher of *Box Office*.

Gualino Named

(Continued from page 1)

foreign film producers seeking markets for their product in the United States.

Dr. Gualino, who is president of the Italian Film Producers Association, is now in New York. Representatives from the five other countries initially invited to participate—France, Sweden, Argentine, Spain and Mexico—will come here later in the year.

Discina Acquires Three

Discina International Films has acquired distribution rights for the United States of "Operetta" "Rubens" and the re-release of "Carnival in Flanders," from Interfilm Corp.

**BANKING FOR THE
MOTION PICTURE
INDUSTRY**



**BANKERS TRUST
COMPANY**
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Warner 'Collarite' Conciliation Fails

Conciliation talks for a settlement of the Warner home office "white collarite" wage dispute broke down at the weekend. Representatives of the IATSE and the company held three meetings with Federal Mediator L. A. Stone following the collapse of negotiations.

"IA" international president Richard F. Walsh will study this week the proposals and counter-proposals offered during mediation. Meanwhile, Local H-63 executive vice-president Russell Moss may ask Walsh for permission to strike.

20th Product

(Continued from page 1)

of major exhibitor organizations, representatives of the Motion Picture Association of America, headed by Eric Johnston, and executives of 20th Century-Fox led by president Spyros P. Skouras are slated to speak.

The remainder of the sessions will be devoted to point-by-point discussions of showmanship problems as they arise from the floor. Mitchell Wolfson of the Wometco circuit is scheduled to preside at the open forum sessions as moderator.

Basis for the showmanship program on the agenda will be 20th Century-Fox's plan of showmanship action to gain greater attendance at theatres. Part of the plan will be presented in the form of a manual in which general methods and techniques of building box-office business will be offered to the delegates.

Steal Theatre Safe

BOSTON, March 5.—Thieves stole a safe containing \$100 from the Columbia Theatre here.

'Curley' Case Appeal Ready

(Continued from page 1)

step from there to having the courts rule that, under the protection of the First Amendment, motion pictures are entitled to the same exemption from taxation as are newspapers, magazines and books.

Such a ruling not only would exempt films from Federal excise taxes but also would prevent states and municipalities from levying similar taxes, industry attorneys believe.

The Memphis censor board banned "Curley" in 1947 because it depicted white and colored children playing together. Hal Roach and United Artists, the distributor, appealed to the Tennessee circuit court which upheld the Memphis censor board on the grounds that the appellants had no legal standing because they were not licensed to do business in Tennessee.

The case was carried to the Tennessee supreme court a year ago and while the court found the Memphis censor to be in error in banning the

picture it did not order revocation of the ban.

The Motion Picture Association of America has joined in the appeal to the U. S. Supreme Court, making the case an industry test of censorship. Edward C. Raftery, United Artists counsel, and Sidney Schreiber, MPAA attorney, both are working on the appeal with associate counsel.

A second censorship test which may have equal significance for the industry, particularly in the event that the "Curley" case does not evoke a decisive ruling from the Supreme Court, is the "Lost Boundaries" ban by the Atlanta censorship board. An appeal from the ban was argued in Atlanta recently and a decision is expected at any time. Some industry attorneys believe the "Lost Boundaries" case provides an even more clear-cut test of the legality of film censorship, should it be brought to the Supreme Court, than does the "Curley" case.

Compo Meet

(Continued from page 1)

members, except Variety Clubs International, had previously ratified the action of the Washington meeting.

Variety International has no meeting scheduled before its New Orleans convention next month but officers can vote ratification by mail or wire on short notice if necessary, a spokesman said.

At COMPO's next meeting, which may be held between late March and mid-April, final arrangements for financing, discussion of a program of immediate and long-range activities and agreement on the number and classification of paid personnel for COMPO is expected to top the agenda. Financing arrangements probably will undergo some revision from the December meeting proposal looking to an estimated maximum, annual budget of \$600,000, due to reservations recorded last week by TOA concerning the projected budget.

It is also regarded as likely that original plans to retain a high-salaried executive officer will be amended.

Raibourn on TV

(Continued from page 1)

not only the effects of television on theatre attendance but, additionally, the specific "why's" behind the box-office decline in TV areas.

The AFM, headed by James C. Petrillo, has refused to allow any part of new films with their original music on telecasts and Raibourn feels the music is a vital part of the entertainment value of films. He said the usual trailer is not desirable, but highlights of a picture specifically fashioned to attract home viewers is desirable.

While the attention of a theatre patron is riveted on the screen, distractions at home demand a special sort of selling approach on the TV screen, he said.

Buzzell in New Deal

HOLLYWOOD, March 5.—Edward Buzzell has been signed to a new five-picture director's contract at Columbia.

Tax 'Screen Credit'

(Continued from page 1)

against state and local excise taxes.

A bulletin from COMPO tax committee chairman Abram F. Myers to all area chairmen declared that "some Congressmen who have indicated they propose to support repeal of the admission tax indicate they would not be averse to 'screen credit' for their attitude. We have already pointed out that these men should receive 'thank-you' letters.

Suggest 'Victory' Parties

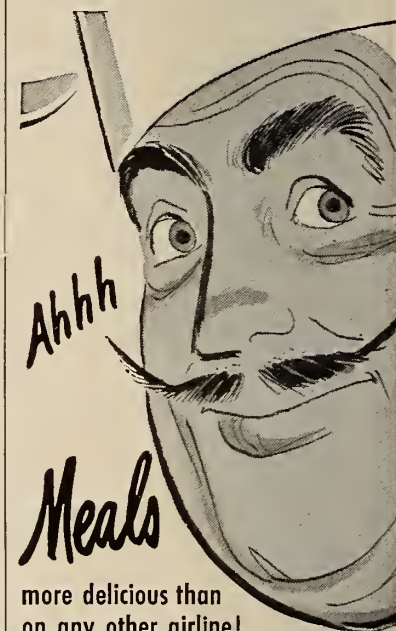
"One of the best suggestions generated in our committee is for a victory celebration to be staged by the theatres and their patrons when the relief bill is passed. Trailers, general in form, coupled with lobby cards naming the Congressmen could then be used. What do you think of this idea?"

The COMPO bulletin was mailed as the House Ways and Means Committee wound up four weeks of hearings on Friday on tax revision. The final day's hearings was devoted to testimony from members of Congress, and the success of the industry's drive was attested to by the fact that many of the Congressmen appearing before the committee made strong appeals for reduction or repeal of the admission tax. On the House floor, Rep. Canfield (R., N. J.) attacked the tax and declared his regret that the President had omitted it from his recommendations.

Executive Sessions This Week

The Ways and Means group is expected to start executive sessions on Wednesday or Thursday on the tax bill, and probably will work on it for close to a month. Rep. Reed (R., N. Y.) is expected to make a move in the first executive session for immediate action on an excise-cutting bill, but this will probably be defeated on a straight party-line vote.

Myers' bulletin also cited the recent statements by the Treasury to Carter Barron, and declared that in writing to Congressmen the industry should "point out that the Secretary's failure to include the admission tax among those recommended for repeal does not mean the Treasury is opposed to repeal of that tax. In other words, the Treasury is not playing favorites; it is concerned only that the Government's revenue be not impaired."



"the Hollywood"

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UNITED

DC-6 Mainliner 300s,
11½ hrs. onestop to

LOS ANGELES

2 other DC-6 Mainliner 300s
daily to Los Angeles

PAID

What she did to her sister—no woman can ever forgive!
What she did for her sister—no woman will ever forget!

IN FULL

A HAL WALLIS PRODUCTION · A PARAMOUNT PICTURE

Based on the startling Reader's Digest story!

FIRST
IN
FILM
NEWS

DO NOT REMOVE

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Concise
and
Impartial

VOL. 67. NO. 44

NEW YORK, U. S. A., TUESDAY, MARCH 7, 1950

TEN CENTS

Sell the Show Via Manager, Gamble Says

Stresses Exhibition's Aim at QP Awards Lunch

(Picture on page 4)

Each theatre must assume the final responsibility for selling the show at the community level and enthusiasm in exhibition must be revived through re-emphasizing the importance of the individual theatre manager, Ted Gamble, president of Gamble Enterprises, Inc., declared yesterday. These twin points were major in an address delivered at a luncheon at the Hotel Waldorf-Astoria where sales, advertising and exploitation executives gathered as judges in the 16th annual Quigley "Showmanship Awards Competition" conducted by the Managers' Round Table Department of Motion Picture Herald.

Martin Quigley, who presided, took the view that this

(Continued on page 4)

Paramount Drops 15 in Closed Areas; Decree Is Amended

Paramount's consent decree in the industry anti-trust suit was amended yesterday to give United Paramount a straight two-year period in which to dispose of 69 theatres in closed areas for the purpose of creating competition. The original schedule provided for disposition of at least half of these properties in the first year from entry of the decree last March 3 and the balance in the second year. Federal Judge A. C. Cox signed the order.

Leonard Goldenson, president of United, told the court in an affidavit

(Continued on page 5)

Delay Action on RKO Divestiture

RKO yesterday was given another postponement for action on the disposal of its stock interests in Metropolitan Playhouses here, representing about one-sixth of the ownership. The deadline, which was yesterday, was extended to March 15.

Says Special Type of TV Trailers Are Necessary

Business 'Basically Sound': Goldenson

Current theatre business generally is "basically sound" with the drop-off from last year hardly sufficient to cause concern, Leonard Goldenson, president of United Paramount Theatres, said here yesterday.

Labor strikes have dented business in some areas but marked improvement is in view in consequence of the settlement of the coal miners' dispute, he said. Goldenson investigated conditions in other fields, such as department stores, and found theatre income to be more stable comparatively.

\$500,000 Ad Budget For Four E-L Films

A promotion budget in excess of \$500,000 has been assigned to complete saturation promotion campaigns on four Eagle-Lion films in the current release period, William J. Heineman, distribution vice-president, and Leon Brandt, advertising and publicity director, have announced.

The four films are: "Guilty of Treason," which was premiered last month in more than 500 key circuit and independent theatres; "The Sundowners," Technicolor, starring Robert Preston, Robert Sterling and John Barrymore, Jr.; and the forthcoming "The Great Rupert" and "The Golden Gloves Story," both slated for premieres this month.

Meanwhile, a special exploitation manual on "Guilty of Treason," listing a breakdown of all promotion angles and ideas which were used in the film's opening regional engage-

(Continued on page 5)

AMPP Board Names Committees for '50

HOLLYWOOD, March 6.—At its first meeting since the annual election of officers, the Association of Motion Picture Producers board of directors today appointed committees to serve for the coming year.

Y. Frank Freeman, Paramount production vice-president; Dore Schary, M-G-M production vice-president; Fred S. Meyer, 20th Century-Fox studio executive; B. B. Kahane, Colum-

(Continued on page 5)

Television trailer experiments and studies being conducted by individual theatre Owners of America members are expected to prove to the organization as a whole that regular theatre trailers are inadequate for promoting film theatre offerings over television.

Mitchell Wolfson, TOA theatre television chairman, believes that the type of trailer now being shown in theatres is not adaptable to television advertising. Wolfson is described as a strong advocate of video trailers, providing they are tailored to the medium.

Among TV trailer experiments reported to TOA headquarters is one which was conducted by organization vice-president Sherrill Corwin of Los Angeles. Enlisting the cooperation of producer Samuel Bischoff, Corwin recently devised a special television trailer for "Mrs. Mike." He reported to the TOA executive committee that "outstanding" results were shown business-wise at his theatres during the period the trailers were telecast. The Corwin trailers were one-and-one-half minutes long and featured the voice of a commentator along with scenes from the film.

Services Thursday For Sid Grauman, 71

HOLLYWOOD, March 6.—Funeral services will be held Thursday afternoon at the Church of the Reformation, Forest Lawn, for Sid Grauman, 71, pioneer showman who brought to exhibition an elegance and flair which became his trademarks. Grauman died yesterday at Cedars of Lebanon Hospital, where he was undergoing treatment for a heart ailment.

Grauman capped his career, which began in San Francisco some 50 years ago, with the construction of the Chinese Theatre here in 1927. Though he sold the house to Fox West Coast, Grauman continued as manager and

(Continued on page 2)

Seek Easing of Para. Stock Restrictions

Elimination of the trust restrictions on United Paramount stock insofar as small stockholders are concerned is being sought by the company in discussions with the Department of Justice, it is reported here. The company is seeking permission for the lesser shareholders to retain their stock in United Paramount and Paramount Pictures without the temporary 50 per cent hold-back in United's dividend payments, it is said.

20th-Fox Will Offer Guide to More Business

300 Delegates to Meet In Chicago Tomorrow

A plan for aggressive showmanship, embodied in a "Showman's Guide to Better Business," will be the nucleus of discussions to take place tomorrow and Thursday at the "Showmanship Meeting" called by 20th Century-Fox at the Drake Hotel in Chicago.

More than 300 delegates, including exhibitor heads of the nation's leading circuits and theatres, as well as 20th-Fox executives, industry leaders and representatives of the trade press, will hear a full outline of 20th's program to attract greater attendance at theatres.

In scheduling the agenda for the

(Continued on page 5)

Bob Hope Show Sets \$142,000 Record; Other NY Runs Dull

In an otherwise dull week in most of New York's showcase belt, the Bob Hope-Jane Russell stage show at the Paramount is credited with hitting a spectacular new high in the long history of the house on an estimated first week's gross of \$142,000. With "Captain China" on the screen, the program figures to out-gross the previous record holder, "Blue Skies," by close to \$5,000. Scales have been advanced to 95 cents at opening, up from

(Continued on page 5)

\$71,000 to Hope For a Week's Run

Bob Hope's two-week tenure at the Paramount Theatre here, doing six shows a day, is not without compensation. His share of the box-office revenue is \$50,000 per week, guaranteed, in addition to one-half of the take over \$100,000. The theatre's gross for the first week of his stay is estimated at \$142,000, thus Hope gets \$71,000, less taxes and salaries for his troupe.

Dietrich Is Named RKO Board Head

Hollywood, March 6.—Ned E. Depinet, president of Radio-Keith-Orpheum, disclosed here today that at a meeting of the board of directors, held on Saturday, Noah Dietrich had been elected chairman of the board. The board has been without a chairman since the resignation of N. Peter Rathvon from that post several months ago.

Dietrich is executive vice-president of the Hughes Tool Co., and has for many years been associated with Howard Hughes in his various business enterprises.

Public Is Still Film Conscious: Quigley

The tremendous public response to the industry's campaign to repeal the Federal admission tax is most encouraging to film executives for it has shown that the public is still motion picture conscious, Martin Quigley, Jr., editor of *Motion Picture Herald*, told a radio audience Sunday night. Interviewed by Richard H. Roffman on station WEVD, Quigley refuted the claims that there has been a "tremendous" decline in box-office receipts since the war and cited official figures which showed that 1949's theatre business was better than any of the war years and double and triple that of the pre-war years. To substantiate these views he pointed to the drawing power of Hollywood's top stars, as selected by exhibitors throughout the country, and by the current crop of pictures based on their key-city gross revenue at first and second-run theatres.

January Dividends Drop to \$2,063,000

WASHINGTON, March 6.—Publicly-reported cash dividends paid by film companies in January amounted to \$2,063,000, compared with \$3,435,000 in Jan., 1949, the U. S. Commerce Department announced here today. Commerce officials said the drop was due to the fact that Stanley Co. and RKO did not report dividends in January.

An indication that the final 1949 figures will be above the \$40,855,000 preliminary total announced last month lies in the fact that the Jan., 1949, figure was originally given as \$2,635,000, and has now been revised to \$3,435,000.

Lew Lehr, 54, Dies; Newsreel Comedian

Lew Lehr, 54, dialect comedian best known for his work in Fox Movietone newsreels, died yesterday at Boston, Mass. A vaudeville veteran, Lehr worked up his newsreel act while serving as an editor for Movietone, a post he held until ill health forced his retirement.

Personal Mention

WILLIAM N. SKIRBALL, head of the Skirball circuit, Cleveland, has left there for a Florida vacation.

WILLIAM JORDAN has resigned as manager of Schine's Theatre, Norwalk, O., to become manager of the Tri-City Drive-in at Galion, O. Nick Yost, formerly manager of Schine's Rialto at Lockport, N. Y., succeeds JORDAN at Norwalk.

ROBERT W. GREER, business agent for Local 386, Motion Picture Operators and president of the Columbus (O.) Federation of Labor, is a candidate for Democratic committeeman from Grandview, O.

MRS. EUNICE MADSEN, manager of the Hudson Theatre, Hudson, Mass., was married recently to FRANCIS H. GILLES, Sr., past president of the Hudson Chamber of Commerce.

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, and MAYOR LUIS DEHOYOS of Monticello, N. Y., are on a Key West fishing trip.

ED STEVENS, president of Stevens Pictures, Atlanta, is in Chicago from that city.

'Respectful' Bookings For 2 Loew's Houses

The stage play, "The Respectful Prostitute," has been booked to play simultaneous engagements at Loew's Bedford, Brooklyn, and Loew's Commodore in Manhattan for six days starting March 17. The play, which will be presented at the theatres in conjunction with regular film programs, recently was presented along with motion pictures at Brandt's Selwyn here.

SPG Wins Increases For 16 at 20th-Fox

Wage increases ranging from \$7.50 to \$25 weekly have been granted to some 16 employees by 20th Century-Fox following negotiations with the Screen Publicists Guild, the latter has disclosed.

MacLean to Film Board

OTTAWA, March 6.—M. M. MacLean, of the Department of Labor, has been appointed a member of the National Film Board for three years.

Sid Grauman

(Continued from page 1)

initiated many of the promotions that made the Chinese one of the best known motion picture theatres in the U. S. The Chinese and the Egyptian, which Grauman also built, will be closed Thursday.

Grauman, who had lived in comparative obscurity in recent years, is survived by two cousins, Mark and Lambert Goldsmith of Chicago and New York, respectively. Interment will be at the family mausoleum at Forest Lawn.

HOWARD DIETZ, M-G-M advertising-publicity vice-president, will arrive in Hollywood from New York today.

KALMAN SPELLETICH has been appointed district sales manager for Iowa, Minnesota and Wisconsin by DeVry Corp.

SELMA COHEN, secretary at Loew's Poli Theatre, New Haven, will be married soon to SIDNEY GIMPLE of that city.

FLOYD STOWE, head booker for Florida State Theatres at Jacksonville, has resigned, with JOE SWEENEY replacing him.

DAVID IDZAL, managing director of the Fox Theatre, Detroit, has returned to that city from the West Coast.

JEROME J. COHEN, industry insurance specialist, will observe his birthday tomorrow.

TED HARBERT, of M-G-M's studio publicity department, is here from the Coast.

WILLIAM B. ZOELNER, M-G-M short subject and reprint chief, is in Washington from New York.

Film Classics Gets 12 From 20th for Abroad

A distribution arrangement between 20th Century-Fox International and Film Classics has been set for the handling of a dozen of the latter's films in Australia, New Zealand and South Africa. David Horne, Film Classics' foreign sales manager, represented the company in the negotiations.

Fidelity Sets Two For U-I Release

Universal-International and Fidelity Pictures have jointly announced that the first two productions of the newly-formed Fidelity Corp. will be released through U-I.

European Film for Wallis

HOLLYWOOD, March 6.—Hal Wallis has disclosed plans to film the next "Irma" comedy for Paramount in Europe. The film will be titled "My Friend Irma Goes Abroad."

Joseph Tanney's Mother

SCRANTON, Pa., March 6.—Mrs. Mina Tannenbaum, 78, mother of Joseph A. Tanney, head of S. O. S. Cinema Supply Corp., New York, died here late last week. Another son, Emanuel, formerly operated theatres in Scranton, Olyphant and Hazleton.

Mother of Jessie Hill

Funeral services were held at the Riverside Memorial Chapel here yesterday for Mrs. Fanny Hildesheim, mother of Jessie Hill, secretary to Philip Gerard, Universal-International's Eastern publicity manager.

Hope to Head Palsy Drive

Efforts to organize the film industry behind the May 1-31 campaign for the United Cerebral Palsy Association are underway with a three-minute trailer featuring Alki Add already produced and with Bob Hope to appear before newsreel and television cameras here today in support of the drive, Leonard Goldenson, head of UCPA and president of United Paramount Theatres, disclosed here yesterday.

Goldenson also announced the appointment of Hope, who is now appearing at the Paramount here, as drive chairman.

Goldenson said he has received pledges of support from numerous key industry executives and expects that full backing will be achieved. He said the objectives of the campaign is to educate the public with the details of palsy and to raise an initial fund of \$5,000,000 with which to combat it.

Coast Council Honors DeMille for 'Samson'

LOS ANGELES, March 6.—The Southern California Motion Picture Council has awarded its highest honor—the "Certificate of Merit"—to Cecil B. DeMille, for his "Samson and Delilah." The Council includes representatives of the Federation of Women's Clubs, Girl Scouts, Daughters of the Revolution, and others.

TV Trailer for 'Baron'

HOLLYWOOD, March 6.—For the first time on one of its pictures, Lippert Productions has available, free for exhibitor use, special 16mm. TV. trailers on the big-budgeted "The Baron of Arizona."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Wyman Marlene Dietrich Michael Wilding Richard Todd
In Alfred Hitchcock's
"STAGE FRIGHT"
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
HENRY LAMARR • VICTOR MATURE • GEORGE SANDERS
ANGELA LANSDOWN • HENRY WILCOX
See the destruction of the Temple on the MAGIC CYCLOPAMIC SCREEN!
RIVOLI
5 WAY AT 4PM-11

"THREE CAME HOME"
starring
CLAUDETTE COLBERT
ASTOR Broadway & 45th
Late Shows Nightly
Continuous Performances
A 20th Century-Fox Picture

"GOSH! M-G-M's 'REFORMER
AND THE REDHEAD' IS
FUNNIER THAN
WE ARE!"



FUNNIER THAN A BARREL OF MONKEYS!

M-G-M's BOX-OFFICE SHOT IN-THE-ARM!



JUNE ALLYSON
the Redhead, the
zoo-keeper's daughter.



DICK POWELL
the Reformer, a
riotous new role.

Just what the industry needs! For the public that's hungry for laughter! Every Preview is a RIOT! "REFORMER AND THE REDHEAD" takes its place with the top-grossing comedies of all time! Watch!



M-G-M Presents JUNE ALLYSON • DICK POWELL in "THE REFORMER AND THE REDHEAD" • David Wayne Cecil Kellaway • Ray Collins • Robert Keith • Screen Play by Norman Panama and Melvin Frank • Based on a Story by Robert Carson • Produced and Directed by NORMAN PANAMA and MELVIN FRANK • An M-G-M Picture

Sell the Show Via Manager

(Continued from page 1)

is "a critical time of readjustment which will determine what kind of an industry we are to have in these next years."

Gamble paid sweeping acknowledgment to the Quigley Awards and the Managers' Round Table for its continuing activity on behalf of "live and aggressive showmanship."

"I accepted readily when I was asked to come to this meeting because I wanted the privilege of personally paying a compliment to Martin Quigley and his staff, particularly for the job they have done in the last couple of years in the lush period. Times have been good, but showmanship has not been so good. It was not so necessary during the period of the war years," he stated.

Manager Is 'Showman'

"When I say 'showman,' I am talking about the individual manager in whose hands lies more often than not the responsibility of selling the picture. Ours is a business unlike the hardware or grocery business. All of this has been emphasized in the Managers' Round Table, and the Quigley Awards have done a great deal to make the manager feel that he has done a good job in his particular assignment. I think we have to get back to these fundamentals.

"This reminds me of a speech which Louis Bromfield made to a group of farmers. He said that the trouble with the farmers is that about 40 per cent of them don't like the animals on the farm and the farmers don't like the farms. So how are they going to be good farmers? You can't be a good showman unless you like the show business.

"In the war years we took the show for what it was and put it on the screen, forgetting fine merchandising ideas, not feeling that they were important. People attend theatres because they want to get away from the kitchen sink and the daily routine. When they go to the theatre they want to get some excitement, some glamor, in addition to the picture. They want to feel they are a king or a queen for a night. We have been failing to give them this atmosphere. There was a time when we used to experiment with lights, with curtains, to try to create for the people who came to the theatre some sense of an atmosphere that was different from anywhere else in the community. Those things we have forgotten to do in the theatre today," he continued.

Cites Need of Selling

"Today I received from Charles P. Skouras a copy of the minutes of the 1950 meeting of National Theatres in Los Angeles. The speech by Darryl F. Zanuck interested me. He said that he had recently released a picture, 'When Willie Comes Marching Home' hurriedly without any build-up. It fell right on its face. He thought it was due to 20th-Fox's own short-sightedness, immediately held up release and arranged for a campaign to sell the picture and got a result that was highly satisfactory. We know of other circumstances when

Gamble at Awards Meet



Quigley Publications Photo

TED GAMBLE (center) was guest speaker yesterday at the 16th annual Motion Picture Herald Managers' Round Table judging meeting and luncheon for the Quigley Publications' "Showmanship Competition." William J. Heineman, sales head of Eagle-Lion, another guest is at Gamble's left. Martin Quigley (on the right) was host at the luncheon for some 50 judges and officers and staff members of Quigley Publications.

pictures were released without proper selling.

"I don't think it is the producer's responsibility to sell the picture. It is the exhibitor's duty to sell the picture. Pre-selling by national magazines and other national media must be intelligently handled. We've been drugged into believing that so long as a producer or distributor was getting 40-50 per cent (rental), he should sell the picture, too.

"But the selling responsibility at the local level must rest with the exhibitor. Every individual theatre takes a responsibility for selling his particular show for his particular public. It is as important to have people enthusiastic in a town of 500 or 600 as it is in a city of a million. If we let the public generally get out of the habit of going to motion pictures, we are going to find ourselves with a job on our hands.

Video a Danger

"It has been suggested that I say a word about what I personally think about the effect of television on our industry. Television is going to cut into our business tremendously. It is a big competitor. It makes it possible for people to stay away from motion pictures and get something on television that will mildly entertain them. It will be an excuse to stay away."

In conclusion, Gamble stated:

"There is too little activity in the theatre today. We run theatres as though they were any other kind of business. We should glamorize and point up the importance of the manager's job. We are going to have to do this. If we are going to make 1950 a good year, we have to go back to the theatre manager and see that he can do the job that none of us can do here in New York."

In declaring these were "days of decision," Quigley said:

"Unfortunately, there is present in certain important areas in the industry a fear and do-nothing complex, a worried hope that conditions, somehow, will get better of their own accord. There is an unexplained and unexplainable tendency to exaggerate

adverse conditions and minimize favorable conditions.

"There exists in certain areas in the industry an inclination to sell the motion picture short. These areas and those who populate them should be isolated. They carry a contagious and deadly virus.

"Happily, in other areas in this business there continue examples of that aggressive will to do which made this industry and can re-make it into a still greater industry.

"An example of this which I am happy to point to and to compliment is the forthcoming 20th Century-Fox all-industry conference to be held in Chicago this week. Here is a demonstration of showmanship which will provide both inspiration and also practicable help in the direction of a better business.

"There are three cardinal facts of the present situation in the industry which should be emblazoned in stud-horse type across the map of the industry.

"The first is that motion pictures are better than ever. This is not an idle boast. It is a fact that can be demonstrated by any current or past standard of comparison.

"The second is that what this business needs most is, simply and plainly, a revival of that kind of showmanship which made the industry in the first place.

Judges Listed

"And third is a realization that the soundest and most certain conclusion that can be reached about business in 1950 is that business in 1950 will be good for those who make it good."

The judges for the Showmanship Awards were:

Leon J. Bamberger, sales promotion manager, RKO Radio; David Blum, director of publicity, Loew's International; Sidney Blumenstock, advertising manager, Paramount; Leon Brandt, director of exploitation-advertising, Eagle-Lion; Lige Brien, exploitation manager, Eagle-Lion; Dennis Carlin, advertising manager, Republic; Samuel Cohen, foreign publicity director, United Artists; Robert W. Coyne, general manager, Gamble Enterprises; Oscar A. Doob, general theatre executive, Loew's; Edward C. Dowden, advertising-publicity department, Loew's Theatres; Steve Edwards, director of advertising-publicity, Republic; Ernest Emerling, advertising-pub-

250 at Ullman Albany Dinner

ALBANY, N. Y., March 6.—Motion Picture Association of America president Eric A. Johnston, Theatre Owners of America executive director Gael Sullivan, Variety national chief barker Robert J. O'Connell and Fabian Theatres president Si H. Fabian paid individual tribute to Saul J. Ullman, retiring chief barker of the Albany Variety Tent, at a testimonial dinner at the DeWitt Clinton Hotel here Friday night.

"Ullman and Variety are the medium by which we begin to understand our fellow man in these times of cold war," Johnston told the 250 who attended the testimonial.

WB District Heads Meet in New York

Merchandising plans for forthcoming product are highlighting the two-day meeting of Warner's district managers at the home office. Today will mark the final sessions, which are being presided over by Ben Kalmenzon, Warner distribution vice-president.

Pictures being discussed include: "Young Man with a Horn," "Perfect Strangers," "Barricade," "Stage Fright," "Daughter of Rosie O'Grady," "The Victim," "Colt .45" and "Caged."

District managers attending are: Norman J. Ayers, Robert Smeltzer, Charles Rich, Harry A. Seed, Hall Walsh, W. O. Williamson, Jr., Doak Roberts, Henry M. Herbel and Haskell M. Masters.

licity director, Loew's Theatres; Ted R. Gamble;

Also, Melvin L. Gold, director of advertising-publicity, National Screen Service; Harry Goldberg, advertising-publicity, Warner Circuit; Maurice Goldstein, sales manager, Monogram; Ben H. Grimm, advertising manager, RKO Radio; Charles Hacker, Radio City Music Hall; William H. Heineman, sales vice-president, Eagle-Lion; Clarence Herrick, Herrick Associates; John Joseph, Loew's, Inc.; J. B. L. Lawrence, in charge of advertising-publicity, Goldwyn Prod.; Henry A. Linet, advertising-publicity, Universal; S. Barret McCormick, advertising director, RKO Radio; Harry McWilliams, exploitation manager, Columbia; Harry Mandel director of advertising-publicity, RKO Theatres; Sidney Mesibov, exploitation department, Paramount; James Mulvey, president, Goldwyn Prod.; James R. Nairn, director of advertising-publicity, Famous Players Canadian Corp.

Also, Sidney Schaefer, director of media and printed advertising, Columbia; Arthur Schmidt, director of advertising-publicity, Columbia; Leslie Schwartz, Century Theatres; Steve Strassberg, assistant director of advertising-publicity, Film Classics; Dan Terrell, director of exploitation, Loew's; William Touney, advertising-publicity relations, Goldwyn Prod., and Max E. Youngstein, director of advertising-publicity, Paramount.

There are to be two identical Quigley Grand Awards. One is to be given for the larger situations, first-run or circuit operation, and the other for smaller situations where the manager primarily is on his own. A limited number of finalists has been selected from the largest total number of contenders in the history of the Awards competition. Each winner will receive a plaque for the best showmanship in his class during 1949. Announcement of the two winners will be published in *Motion Picture Herald* and *MOTION PICTURE DAILY* on March 11. The plaques will be presented in May.

Theatre Lights on As NY Dimout Ends

Albany, N. Y., March 6.—The 14-day state dimout order which reduced theatre-front lighting to 200 watts was revoked today by fuel administrator Bertram D. Tallant and marquee lights throughout the state tonight. The restrictions revoked included the dimout on electrical signs and the voluntary temperature reduction program in privately-owned buildings.

Circuits Ask Senate To Avoid Payroll Tax for Name Bands

WASHINGTON, March 6.—Five major circuits today asked the Senate Finance Committee to spare them the burden of paying Social Security taxes on name bands on their stages.

Carter T. Barron, Eastern division manager of Loew's, appeared before the committee for Loew's, National Theatres, RKO, United Paramount and Warner Brothers.

He pointed out that under present U. S. Supreme Court decisions, the bandsmen are considered employees of the bandleader and not the theatre, but that the House-approved Social Security Bill would make the bandsmen employees of the theatres.

Nine 20th-Fox Films Slated for the Roxy

The following nine 20th Century-Fox films have been scheduled to play the Roxy here, according to A. J. Balaban, executive director: "Under My Skin," "Cheaper by the Dozen," "Wabash Avenue," "The Big Lift," "Ticket to Tomahawk," "Night and the City," "Broken Arrow," "Love That Brute" and "The Gunfighter."

Honors for Mule

Francis, the talking mule, star of Universal-International's "Francis," which will open at the Paramount here on March 15, will be "Jest-of-Honor" at a testimonial gagwriters luncheon to be held by the Comedy Writers' Guild at the Headquarters Restaurant here on March 14.

Paramount Drops 15

(Continued from page 1)

that of the 69 houses, the following 15 either have been sold or their leases have expired or will shortly expire: State, Bradentown; Bellvue, Clearwater; Ritz, Fort Myers; North Street, St. Petersburg, and the Princess, Sanford and Baby Grand at Winter Park, all in Florida.

Also, the State, Austin, Minn.; Gopher, Minneapolis; Eastman, St. Cloud, Minn.; Palace, Hamilton, O.; Carolina, Sumter and the Orpheum, Aberdeen, S. C.; Strand, Knoxville, and the Provo, Provo, Utah.

\$500,000 Budget

(Continued from page 1)

ments, has been issued by Eagle-Lion for the use of all theatres in which the picture will open in the future.

Review

"Barricade"

(Warner Brothers)

SET IN A MINING CAMP of uncertain locale and vintage, this film is enriched by some excellent outdoor Technicolor and individually good performances by stars Raymond Massey, Ruth Roman, Dane Clark and a solid supporting cast. Despite these attributes, the entertainment value as a whole remains in question, largely due to an excess of violence far beyond the normal degree of conflict required in a motion picture.

While establishing that "Boss" Kruger (Massey) is a ruthless, sadistic despot and that his mining camp is inhabited by "the scum of the earth," "Barricade" resorts to an unnecessarily detailed and clinical pattern of human degradation and brutality for most of its footage, so that the intended climax of a showdown battle between Kruger and the nephew whose father had been killed for possession of the mine emerges as relatively tame stuff.

The death of virtually every character in the cast, with the exceptions of Clark and Miss Roman, comes as no surprise. Morality is served, at least in part, by the pair of escaped convicts falling in love and deciding to pay their debt to society. If the aim of writer William Sackheim, director Peter Godfrey and producer Saul Elkins had been to crowd the maximum of blood-and-thunder into one picture, their purpose has been well served. As an example of the indiscriminate slaughter, the slugging, kicking and dynamiting of people, there is the death of the film's one gentle soul, a gentleman lawyer who came to the prison-like camp incognito in hope of winning the mine back legally for his client, Kruger's unseen nephew.

"Barricade" hardly falls into the category of juvenile entertainment and can be recommended only to those who have a stomach for violence beyond purpose.

Running time, 75 minutes. Adult audience classification. March release.

LEO SIMON

Hope Sets Record

(Continued from page 1)

55 cents, to an evening top of \$1.50, up from \$1.25. The weekend maximum is \$1.80, up from \$1.50. The Hope troupe is appearing in six hour-long shows daily.

"Mother Didn't Tell Me" with a stage show at the Roxy promises to wind up its first week with a mild gross of \$50,000. "Cinderella" is strong at the Malfair, where \$40,000 is apparent for the second week. "Malaya" with Blue Barron's orchestra on stage probably will give the Capitol about \$31,000 in a dull second week, representing about half of the first week's take. The show will play two extra days over the second week with "Black Hand" to open on Saturday, the Capitol's new opening day.

"Stage Fright" with a stage show at the Music Hall should reach \$104,000 in a modest second week and will stay until March 16, when "Woman of Distinction" bows in. "Samson and Delilah" is likely to do about \$19,000, which is fair enough, in an 11th week at the Rivoli. "The Outlaw" is holding up fairly well at the Globe, where \$20,000 is indicated for the third week.

"Three Came Home" is headed for \$24,000 in an adequate second week at the Astor. "Chain Lightning" with the Latin Quarter revue on stage has about \$27,000 in view for a fair third and final week at the Strand; "Perfect Strangers" will follow on Friday. "Key to the City" has about \$9,000 in prospect for a dull fifth week at the State; it will be replaced by "The Outriders" tomorrow. "The Fallen Idol" should do an estimated \$8,200 in a good 16th week at the Sutton.

"Borderline" is fair enough at the Criterion, where the first week's gross is estimated at \$14,000. Doing adequate business, "The Astonished Heart" at the Park Avenue has \$6,000 indicated for a third week. "Tight Little Island" wound up its 10th week at the Trans Lux with an estimated \$6,000, which is good business. "The Third Man" is holding up well at the Victoria, where the sixth week's gross is estimated at \$22,000. Business still is steady at the Bijou, where "The Red Shoes" is likely to do \$8,200.

20th-Fox to Offer

(Continued from page 1)

meeting, the company has arranged for various points of view to have full expression from the floor. By inviting Samuel Pinanski, head of the Theatre Owners of America, and Trueman Rembusch, national Allied president, to speak, "full statements of the exhibitor's interest in aggressive showmanship will be made at tomorrow's session," the company stated here yesterday. These talks will follow the outlining of the 20th Century-Fox program for increased showmanship.

On Thursday, following formal expressions of opinion, the floor will be thrown open to discussions of individual points on the program, offering new ideas, suggestions and expositions of ways and means to put a concerted program of showmanship action into work.

The men will have heard company president Spyros P. Skouras, vice-presidents Al Lichtman, Andy W. Smith, Jr., Charles Einfeld and other home office personnel keynote the sessions, which will be based on the slogan "Movies Are Better Than Ever."

Other talks will be made by Eric Johnston, president of the Motion Picture Association of America; Bosley Crowther, motion picture critic of the *New York Times*, as well as exhibitor leaders. Abram F. Myers, general counsel of national Allied, will not be able to be present due to the pressure of business connected with the tax battle in Washington.

Keynote of the sessions will be based on the fact that motion pictures give the public more for its entertainment dollar than any other form of amusement. This principle, which highlighted previous showmanship meetings of advertising heads sponsored by 20th Century-Fox will be reiterated at the conclave.

The "found" audience, first described by Bosley Crowther at the January "Showmanship Meeting" of the company in New York, will play a large part in the efforts to bring new audiences into the theatres.

Tax Cut Wins New Support

WASHINGTON, March 6.—Sen. Harry P. Cain (R., Wash.) today attacked the 20 per cent admission tax as a levy "against the poor man's entertainment and the pleasure of children."

Inserting in the *Congressional Record* the text of his weekly broadcast to his constituents, Cain said that he approved the pressure now being exerted on Congress to repeal the tax and declared that the levy is especially serious for "the parents of large families" and for the "youngster who strives to save his pennies for a Saturday movie." He said that "in failing to distinguish between low-priced suburban or country movies and the big, high-priced first-run city theatres, an injustice is worked on the masses, the laboring people, the women and children."

Rep. Homer D. Angell (R., Ore.) told the House he has received "thousands of communications" from his district for repeal of the admission tax, and that while he followed the practice of answering so far as possible every letter he received from a constituent, so many thousands of letters are coming in his staff could not keep up with them. He pledged his support of at least a reduction to 10 per cent.

N.Y.C. Council Gets Resolution Pressing for Repeal of 20% Tax

New York Councilmen Schreckinger, McCarthy and Boland have introduced in the City Council here a resolution asking Congress to repeal the Federal 20 per cent admission tax.

"This is discriminatory taxation against motion pictures and theatres, and unfair to the general public who obtain a certain degree of education, information and knowledge from motion pictures," the resolution stated.

AMPP Names

(Continued from page 1)

bia vice-president, and Norman Siegel, chairman of the studio publicity directors committee, were appointed as AMPP representatives to the Motion Picture Industry Council, with Mendel Silberberg, Columbia counsel, and Maurice Benjamin, M-G-M counsel, appointed to serve as advisers.

Meyer was also appointed to the executive committee of the Permanent Charities Committee, with Freeman, Gordon Youngman, RKO vice-president and counsel, Kahane, and Edward Muhl, Universal studio executive, to serve as PCC members.

Meyer was named chairman of the legal committee, with four other members to be named later.

MITCHELL MAY, Jr.
CO., INC.
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Motion Picture Industry

75 Maiden Lane, New York
510 W. 6th St., Los Angeles

SHOWMANSHIP

"keys the campaign"

MANAGERS' ROUND TABLE

Walter Brooks, Director
POSTING PAPER

Time was when posting paper, good lithographs, were something that every good showman bought in quantity and used to the hilt, in selling his product and his theatre. Somehow, that time is past, and with it comes a slump in over-all potential and actual gross business. We think there is a distinct connection between these two events, in sequence, for cause and effect. We believe that when showmen give up the practices of showmanship, that business drops off at the point-of-sale. It is a foregone conclusion that if pressures are not applied, there can be no result, except a slump.

We have deplored the lack of heralds, in use and for use, and again, it spells a contributing reason to the lack of paying patrons, in our firm belief. The herald is the most old-fashioned of all advertising forms, but once, in this industry, the print order was for 1,500,000 with re-orders to follow. Now, it's more likely to be 150,000 and to be omitted entirely from the pressbook. The herald keys the campaign for the average small exhibitor.

from
**MOTION
PICTURE
HERALD**

January 7,
1950

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
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VOL. 67. NO. 45

NEW YORK, U. S. A., WEDNESDAY, MARCH 8, 1950

TEN CENTS

Films Are Not Part of Press, Says US Court

Federal Judge Upholds Censors on 'Boundaries'

ATLANTA, March 7.—A District Court decision here upholds the authority of municipal and state censorship boards in the "Lost Boundaries" action, Federal Judge M. Neil Andrews ruling that films are not a part of the press and consequently cannot claim Constitutional protection under the First Amendment to the U. S. Constitution.

The Atlanta action was filed by Louis de Rochemont and Film Classics, producer and distributor, respectively, of "Lost Boundaries," who sought to enjoin the Atlanta censor board from barring the film from the-

(Continued on page 6)

Universal Raises Product Total to 36 for This Year

"The most ambitious production program in the history of Universal-International," was announced here yesterday by Nate J. Blumberg, president of the company.

A sharp increase in the number of pictures to be made by the studio during the year—from 25 last year to 36—was revealed by the U-I president in a statement which was issued after a series of

(Continued on page 6)

COMPO Committee Will Meet on Tax

WASHINGTON, March 7.—The Council of Motion Picture Organization's tax committee will meet here at the end of next week to discuss the progress of the industry's drive to repeal the 20 per cent admission tax and to plan for future activities in the campaign. Committee chairman Abram F. Myers indicated the meeting would be on the 16th or 17th, with a more exact agenda to come later.

US Names Pinanski Film Head of Next Bond Drive

BOSTON, March 7.—Samuel Pinanski, president of American Theatres Corp., and national president of the Theatre Owners of America, has been appointed by

Secretary of the Treasury John W. Snyder national chairman of the motion picture industry's advisory committee for the forthcoming savings bond campaign. The drive, which will run from May 15 to July 4, will be called Independence Campaign, and will have for its slogan "Save for Your Independence."

Pinanski served the government in a similar capacity as national chairman for the industry during the Seventh War Loan, and as an executive of the War Activities Committee, he assisted the Treasury Department in the planning and promotion of other war bond campaigns.



Samuel Pinanski

Ascapi, US, Judge In Decree Meeting

Informal discussion of the projected amended consent decree between the Department of Justice and the American Society of Composers, Authors and Publishers took place here this week in Federal Judge Vincent Leibel's chambers and formal presentation of the proposed judgment is considered likely early next week.

It was said that attorneys for both

(Continued on page 3)

Majors, Schine Target Of Anti-Trust Suit

ALBANY, N. Y., March 7.—Ernest J. Wolfe, doing business as Town Hall Theatre in Lowville, N. Y., has filed an anti-trust suit in U. S. Court here for a permanent injunction restraining Loew's, Warner, Paramount, RKO and 20th Century-Fox from fixing clearance against him for the Strand in Carthage and Schine Theatres, Inc., and Schine Enterprises, Inc., from demanding clearance.

Through his attorney, Leonard L. Rosenthal of Albany, Wolfe claims there is no substantial competition between Carthage and Lowville, which are 16 miles apart.

20th-Fox Plans Local 'Showmanship Meets'

Chicago, March 7.—Meetings on a local level similar to the "Showmanship Meeting" opening here tomorrow were planned by 20th Century-Fox home office executives, division and branch sales managers meeting here today. Discussion of the projected meetings, to be held in each exchange area, dominated an open forum discussion on intra-company problems, with Herman Wober, West Coast division manager, as moderator.

The morning session was devoted to an outline of plans for the parley opening tomorrow.

Watts Elected Head of CEA

LONDON, March 7.—At the annual meeting here of the Cinematograph Exhibitors Association, Arthur B. Watts was elected president of the organization, succeeding Sir Alexander B. King. Watts, director of 13 South Wales theatres, has been CEA vice-president.

In a contest for the vice-presidency, Harry Percival Mears, former CEA president, won out over Dennis Walls with a 70 per cent majority. Despite Mears' previous severe criticism of the Rank Organization's methods, he received the circuit vote. Walls also is a past president of CEA.

Goldwyn, Jr., Joins Senior as a Producer

Samuel Goldwyn, Jr., yesterday joined Samuel Goldwyn, Sr., productions as a producer with his first to be "No Time Like the Present," which will be produced this summer in Italy, Germany and Hollywood.

Goldwyn, Jr., was an associate producer with the J. Arthur Rank Organization in England for two years. He returned to the U. S. last year when he joined Universal-International in the same capacity. At U-I, he recently completed "One Way Street," starring James Mason, Dan Duryea and Marta Toren.

"No Time Like the Present" is an

(Continued on page 6)

Skouras Opens Showmanship Parley Today

Lichtman, Smith and Einfeld to Address Meet

CHICAGO, March 7.—Spyros P. Skouras, president of 20th Century-Fox, will welcome more than 300 delegates to the company's two-day "Showmanship Meeting" tomorrow morning at Chicago's Drake Hotel.

Assembled to discuss how the current high quality of Hollywood films can best be presented to the public in order to attract greater attendance at theatres, exhibitor representatives from all over the country will hear all of the company's top executives present "an ag-

(Continued on page 6)

Warner Schedules 20 For Filming In Next 4 Months

HOLLYWOOD, March 7.—In a schedule designed to "keep production on an even keel,"

Warner Brothers has four major pictures before the cameras and has scripts on 20 properties in various stages of preparation for planned filming within the next four months, it was disclosed here today by Jack L. Warner, executive producer.

Jack L. Warner

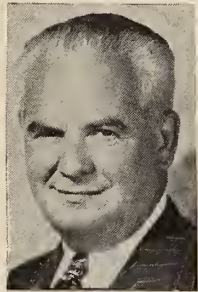
Said Warner: "There will be no

(Continued on page 6)

SAG Urges US Aid In Foreign Parleys

HOLLYWOOD, March 7.—Citing unemployment due to the decreased production of pictures in Hollywood as the most pressing problem facing actors, the Screen Actors Guild in a report sent to its membership today declared, "It is the firm conviction of the SAG and all other unions and guilds in Hollywood that the influence of the American gov-

(Continued on page 3)



Nate J. Blumberg

Kilroe Will Survey Copyrights Abroad

Copyright laws and regulations in the Netherlands bearing on American film company interests, will be surveyed this month by Edwin P. Kilroe, chairman of the Copyright Committee of the Motion Picture Association of America and attorney and copyright specialist for 20th Century-Fox. He will depart from here within two weeks. While in Europe, he may also confer with officials on the subject in London, Paris, and other Continental centers of copyright activity.

Warner, Comerford 'Postpone' Dates For 'Bicycle Thief'

Mayer and Burstyn, distributor of "Bicycle Thief," reported here yesterday that Warner Theatres and Comerford-Publix have "postponed" bookings of the Italian film because the Production Code Administration has refused to give it a seal of approval. The film had been dated to open at Warner's Princess in Philadelphia on Friday and at Comerford's Little Art at Scranton on Saturday.

The distributor yesterday reiterated that the PCA rejection will be appealed before the board of directors of the Motion Picture Association.

Paramount Films Get New Radio Promotion

HOLLYWOOD, March 7.—Paramount pictures and stars will be exploited to a total weekly audience of more than 19,000,000 families over the combined Chesterfield radio shows, including three full network programs, the studio announced here today.

Initially, the campaign will be launched for "Dear Wife," "Captain China" and "Paid in Full."

Equity Names Six to Nominate Councillors

Walter Hampden, Edith King, Gene Lockhart, Conrad Nagel, Bill Tabbert and Lee Tracy were elected by the membership of Actors' Equity to serve as a nominating committee which will prepare the organization's regular ticket for 1950-51.

Election this year, to be held June 1, will be for ten councillors to serve the full term of five years and one replacement to serve for two years.

3rd Robbery in Buffalo

BUFFALO, March 7.—Buffalo's third theatre robbery in a week took place on Sunday when the Rialto, owned by Herbert A. Hock, was entered and \$18 taken from the cash drawer and \$35 from a candy machine. The Allendale and Little Hippodrome were also robbed.

Personal Mention

SOL A. SCHWARTZ, RKO Theatres general manager, will leave here today for Chicago to attend 20th Century-Fox's "Showmanship Meeting" and will go from there to the Coast.

A. A. SCHUBART, RKO Radio manager of exchange operations, has left New York on a tour of company branches in the Midwest and Southwest.

NATE B. SPINGOLD, Columbia executive, is vacationing at Palm Beach.

J. ARTHUR RANK is due here from London on March 20.

GEORGE L. CARRINGTON, president of the Altec companies, has arrived in New York from the Coast.

EDMUND C. GRAINGER, president of Shea Enterprises, and MRS. GRAINGER will leave here tomorrow for a vacation at Ft. Lauderdale, Fla.

ROBERT YOUNG, actor, and MRS. YOUNG, vacationing here from the Coast, are celebrating their 17th wedding anniversary.

WILLIAM B. LEVY, Walt Disney Productions worldwide sales manager, has returned here from Baltimore and Washington.

Walbrook - Windsor Suit Snagged Anew

WASHINGTON, March 7.—The Walbrook-Windsor legal tangle got further snarled in District Court here yesterday.

Back in Feb., 1948, the Windsor Theatre Co. of Baltimore brought a \$600,000 anti-trust suit against Loew's, Paramount, 20th Century-Fox, United Artists, Universal, Warner, and the Walbrook Amusement Co., the Hilton Theatre Co. and Thomas D. Goldberg, president of the last two theatre firms. It charged that the distributors gave Windsor inferior clearance and charged higher rentals as compared with the Goldberg theatres. The District Court later dismissed Goldberg and the Walbrook and Windsor as defendants because they did not do business here, and the Windsor sued them in Baltimore.

Meanwhile, 20th-Fox agreed to split its product between the Windsor and the Walbrook, and the Walbrook immediately sued 20th-Fox for breach of contract. This case came before Judge Laws for pre-trial conference today, and Attorney Harold Schilz, representing the Windsor, moved that the Walbrook suit be consolidated with the pending Windsor suit against the remaining five distributors. Judge Laws refused to consolidate the two suits, but did agree to put off one pre-trial hearing.

Guild Award for 'King'

"All the King's Men," Columbia, already the recipient of 28 citations, has been awarded the New York Newspaper Guild Award for 1949 in the motion picture division. The award, a bronze stick of type citing the film for its contributions, will be presented at the annual Newspaper Guild Ball at the Hotel Astor, New York, on April 14.

Howard to Archer

Appointment of Hampton W. Howard as sales manager for Archer Productions, Inc., has been announced by Lars Calonius, president of the film production firm. Howard was formerly president of Special Purpose Films. He left Paramount Pictures during the war to join the U. S. Army Overseas Motion Picture Service.

Video 'Headache' on NCAMeeting Agenda

MINNEAPOLIS, March 7.—Television and its relation to the motion picture industry will be one of the chief subjects to be discussed at the annual convention and election of officers of North Central Allied, to be held in Minneapolis, April 4-5, it was announced by association executive counsel Stan Kane.

In placing the TV subject high on the convention agenda, Kane said that inquiries from members, particularly those within pickup radius of the Twin Cities area, indicate exhibitors consider television "a headache." Some members, Kane said, are wondering if they should dispose of their theatres and quit the business "before television takes over." However, Kane said that he, NCA president Ben Berger and the board are in agreement that the industry "can live with television and profit by it." He indicated that would be the theme of his TV message to the April convention delegates.

Concessionaires to Aid Tax Cut Drive

COLUMBUS, O., March 7.—Letters to 478 U. S. candy manufacturers and distributors have been sent by Mrs. Ethel Miles, secretary of the Ohio Drive-in Theatres' Association, urging them to support the Federal admission tax drive. Mrs. Miles urged candy companies to send letters to their representatives and request their employees to do the same. She pointed out that candy distributors have a "great stake" in the prosperity of theatres. First reply came from the D. L. Clark Co. which stated that letters have gone from company executives to Congressmen.

'Fright' Scholarship Set

A special "Stage Fright" scholarship has been contributed by Warner Brothers to the American National Theatre and Academy. The award, presented yesterday by Alfred Hitchcock at the "Stage Fright Workshop" at the Guild Theatre here will go to the winner of auditions to be conducted by ANTA in April for admission to the British Royal Academy of Dramatic Art.

Newsreel Parade

THE end of the coal strike and Cardinal Spellman's visit to Rome are current newsreel headlines. Other items include sports, fashions and human interest subjects. Complete contents follow:

MOVIETONE NEWS, No. 54—Coal strike ended. Prince Bernhard in Brazil. Mrs. Barkley aids Easter Seal drive. Cardinal Spellman marks Holy Year. Federal men raid moonshine still. Fashions for men. Baseball training.

NEWS OF THE DAY, No. 254—Coal strike ends. Cardinal Spellman leads pilgrims into St. Peter's. Junior ballet stars perform. Sports: basketball; baseball training.

PARAMOUNT NEWS, No. 57—Coal strike ended. Italian troops leave Somaliland. Refugees in Norway. Fire in Montreal. Cardinal Spellman leads U. S. Pilgrims in Rome. Baseball training.

TELENEWS DIGEST, No. 10-A—Coal strike ended. "Flying Arrow" comes home. White queen in Africa. Italy: relics uncovered. France: ultra-modern apartment house constructed. Shrines of Palestine.

UNIVERSAL NEWS, No. 332—Coal strike is over. Cardinal Spellman leads 500 through Holy Door. White queen in Africa. German magician. Sports: basketball, baseball training.

WARNER PATHE NEWS, No. 59—Coal strike is ended. Prince Bernard visits Brazil. Princess Juliana in Switzerland. WAC fashions. Sports: basketball, flamingo races. Historical locations: Lexington and Concord.

U. S. Market Doesn't Pay Costs: Freeman

HOLLYWOOD, March 7.—Addressing the American Society of Cinematographers as a guest speaker on Monday night, Association of Motion Picture Producers president Y. Frank Freeman divulged figures covering production costs and box-office revenues in 1948 to demonstrate that further reductions are essential if the industry must continue to depend principally on the domestic market.

Freeman said only 12 out of 154 major studio productions costing more than \$750,000 each had grossed more than their negative and selling costs. He said six of these grossed from 101 to 110 per cent, four grossed from 111 to 125 per cent, and two grossed 126 to 150 per cent, in the domestic market. He said 29 had grossed less than 50 per cent of their negative and selling costs.

Grouping 1949 product, on which he said returns are not complete, Freeman estimated production costs at \$250,000,000, which would require a return of \$450,000,000 to break even, whereas the estimated domestic return is about \$400,000,000. He said reissues probably would yield from \$14,000,000 to \$16,000,000 in addition.

Production economies effected in 1947 have been erased almost completely by rising costs of material and labor, Freeman said.

Sayres Quits ARI Post

HOLLYWOOD, March 7.—Jack Sayres has resigned as vice-president of Audience Research, Inc., effective March 15, to join Cowles Magazines, Inc., as general assistant to Jean C. Herick, vice-president in charge of West Coast operations.

MPEA May Limit US Films to Argentina In Move on 'Freeze'

American film companies have under consideration a voluntary limitation on the number of their pictures for the Argentine market as a possible approach to thawing that country's total freeze on current imports because of its stringent dollar situation.

The suggestion was taken up at a meeting of the Motion Picture Export Association and apparently is being held in abeyance. Phil Reisman, RKO Radio foreign chief, and Mort Spring, Loew's International vice-president, both recent visitors in Argentina, reported on the freeze and prospects for its removal at the meeting.

Argentina and Mexico to Exchange 30 Films Yearly

MEXICO CITY, March 7.—Exchange of motion pictures between this country and Argentina, which came to a halt because of restrictions imposed by both countries, will be resumed under an agreement reached recently which calls for 30 pictures annually from each country.

Drop 'Forced' Time For Mexican Films

MEXICO CITY, March 7.—Plans for the mandatory showing of Mexican films in the nation's theatres have been dropped for the present, it was revealed here after leading exhibitors conferred with J. Castillo Lopez, director-general of the government's Cinematographic Supervision Department.

Forced exhibition of Mexican-produced pictures through a proposed federal law which requires at least six months playing time for native product has long been discussed but now seems to have been abandoned.

Seek Tax Relief for Talent's 'Lean' Years

HOLLYWOOD, March 7.—Long-nurtured plans for seeking special tax regulations covering entertainment people whose earnings typically maintain a high level for a relatively short period moved a step nearer today as the Screen Writers Guild sent its legislative committee's report on the matter to the membership. The report states basic principles but advances no specific formula, pending conferences with the Screen Actors' Guild's committee, which has had tentative proposals drawn up for some time.

Becker Supply Bankrupt

BUFFALO, March 7.—The Becker Theatre Supply Co., headed by Al Becker, has gone into bankruptcy. Becker was the first theatre projectionist in this city.

Ascap Decree Meet

(Continued from page 1)

sides sat in at the conference with Judge Leibell and the latter asked for additional information. Neither side was available yesterday.

The proposed decree calls for the payment by film producers of fees covering public performance rights to Ascap music.

Review

"The Reformer and the Redhead"

(Metro-Goldwyn-Mayer)

GOOD comedy values, some of them of tried and proven ancestry, are seized upon with relish by June Allyson, Dick Powell and other members of the cast of "The Reformer and the Redhead" and are presented for audience enjoyment as a highly engaging whole.

The Norman Panama-Melvin Frank screen play, based on a story by Robert Carson, sends Miss Allyson, daughter of a zoo superintendent, to attorney Powell, an aspiring political candidate, for legal help following a fracas involving the niece of the wealthy, local political boss. In consequence of their meeting, Miss Allyson organizes Powell's campaign for mayor, supplies him with information which permits him to exert pressure on the political boss, instead of vice-versa, falls in love with him and inspires him to run for office independent of the power he can wield over the political boss.

An assortment of animals, beloved by Miss Allyson but suspect to Powell, contribute laughs and, in one sequence, a form of suspense as Powell captures a runaway lion believing it to be the docile household pet of his fiancée. David Wayne, as Powell's law partner, adds some supercilious humor to the proceedings, and Marvin Kaplan, as a law clerk employed by the two, stands out in several comedy sequences.

Other good performances are contributed by Ray Collins as the political boss, Cecil Kellaway as the zoo superintendent, and Robert Keith as a newspaperman. Panama and Frank also collaborated on production and direction. The picture is better than average comedy, seasoned with romance in the engaging June Allyson manner, and served with dashes of transparent intrigue and diverting animal novelties. Makes a fine show for the whole family.

Running time, 90 minutes. General audience classification. For May release. SHERWIN KANE

Eastman Profits at \$49,770,699 in 1949

ROCHESTER, N. Y., March 7.—Total sales of Eastman Kodak in 1949 were at a high level, only about 4½ per cent below the company's peak year of 1948, it was reported here by Percy S. Wilcox, board chairman, and Thomas J. Hargrave, president. Net earnings for the year were only three per cent below 1948.

E. K. officials report 1949 net sales of \$396,232,518; sales in 1948 were \$414,977,519. Net earnings in 1949 amounted to \$49,770,699, equal to \$3.80 per common share, and in 1948 were \$51,263,118, or \$4.11 per share.

Bill Would Control Children's Patronage

ALBANY, N. Y., March 7.—A bill to amend the state penal law to permit unescorted children under 16 years of age to attend motion picture theatres when school is not in session, provided a section is set aside and a matron is in attendance, has been introduced into the state legislature here.

Another bill, introduced by assemblymen Samuel Roman and Alfred Lama, would bar the erection of drive-ins in New York cities.

Carpenters Vote Today

HOLLYWOOD, March 7.—Studio carpenters will vote in an NLRB election tomorrow to determine whether United Brotherhood of Carpenters and Joiners of America or the IATSE is to be the bargaining agency for the craft. NLRB executive Martin Zimmerman indicated the result may not be known for some time, as ballots will be forwarded to Washington for counting in view of challenges expected by both sides. The election is in consequence of the 1946 strike.

To Film Safety Short

Pete Smith, producer-narrator of the M-G-M shorts bearing his name, will produce an industrial safety short for the U. S. Department of Labor. Smith will narrate and produce the short, to be shown in theatres as part of the government's drive for greater industrial safety.

Legion Reviews 11; Rates Three as 'B'

Eleven additional pictures have been reviewed by the National Legion of Decency, with three receiving a "B" rating. In that classification are Eagle-Lion's "Kill or Be Killed," Paramount's "Riding High," and Columbia's "Women of Distinction."

In Class A-I are Mayer-Burstyn's "Battle of the Rails," RKO Radio's "Dynamite Pass," United Artist's "Girl from San Lorenzo," Eagle-Lion's "The Great Rupert," Republic's "Gunmen of Abilene" and Universal-International's "Ma and Pa Kettle Go to Town." In Class A-II are Eagle-Lion's "Forbidden Jungle" and Lippert Productions' "Western Pacific Agent."

Sam Glazer, Col. Manager in Canada

TORONTO, March 7.—Services were held here today for Sam Glazer, general sales manager for Columbia Pictures of Canada, who died suddenly at the Toronto General Hospital following an operation.

Glazer was a pioneer of the industry in Canada, prominent in the affairs of the Toronto Variety tent and active on many trade committees. The widow, a son and a daughter survive.

To Make Film Awards

Annual motion picture awards of the Foreign Language Film Critics' Circle will be made here tomorrow night over WNYC. Recognition will be given to the producer of the year, director, best actor and actress and to the writers of the best screen play in each of three categories: Hollywood films, British and foreign language films.

New 16mm. Projector

ROCHESTER, N. Y., March 7.—A new 16mm. projector, designed for auditorium and large group purposes and said to provide a higher degree of screen illumination, is announced by Eastman Kodak. The equipment is on view at the company's offices in Hollywood and New York.

Bus Strike Affects Mass. Theatres

Boston, March 7.—Theatres in the Lawrence area lost \$20,000 at their box-offices in three days because of the strike of 170 bus drivers of the Eastern Massachusetts Street Railway Corp. which disrupted the only public transportation service available to residents of Methuen, Andover and North Andover. The strike, affecting 150,000 residents and 35,000 daily riders, was settled today.

K. C. Group Cited at Bow

KANSAS CITY, Mo., March 7.—First monthly meeting yesterday of the recently-organized Motion Picture Association of Greater Kansas City featured the presentation to the association of a plaque by the Jackson County chapter of the Foundation for Infantile Paralysis in recognition of the industry's support in the 1949 and 1950 "March of Dimes" drives.

Held at the Hotel President here, the luncheon was presided over by Arthur Cole, chairman of the new executive committee. Elmer Rhoden, chairman, outlined the continuous public relations and public service work done by the industry's former War Activities Committee and an informal industry committee since the end of World War II.

Mayor Kemp of Kansas City welcomed the unit as one representing all phases of the industry in this community.

Minneapolis Heading For Clearance Test

MINNEAPOLIS, March 7.—Marking the first move in the Minneapolis film zone of what is expected to be a test of the drive-in's position in demanding the right to bid competitively with the year-round theatre for product under provisions of the industry's consent decree. Ralph Green has notified exchanges of his desire to bid for first-runs for his Rochester, Minn., drive-in.

At present, all four conventional theatres in Rochester are operated by Minnesota Amusement Co., in partnership with Louis Roesner. Under the decree the city is one of the Maco situations which must be opened to competition.

SAG Urges US Aid

(Continued from page 1)

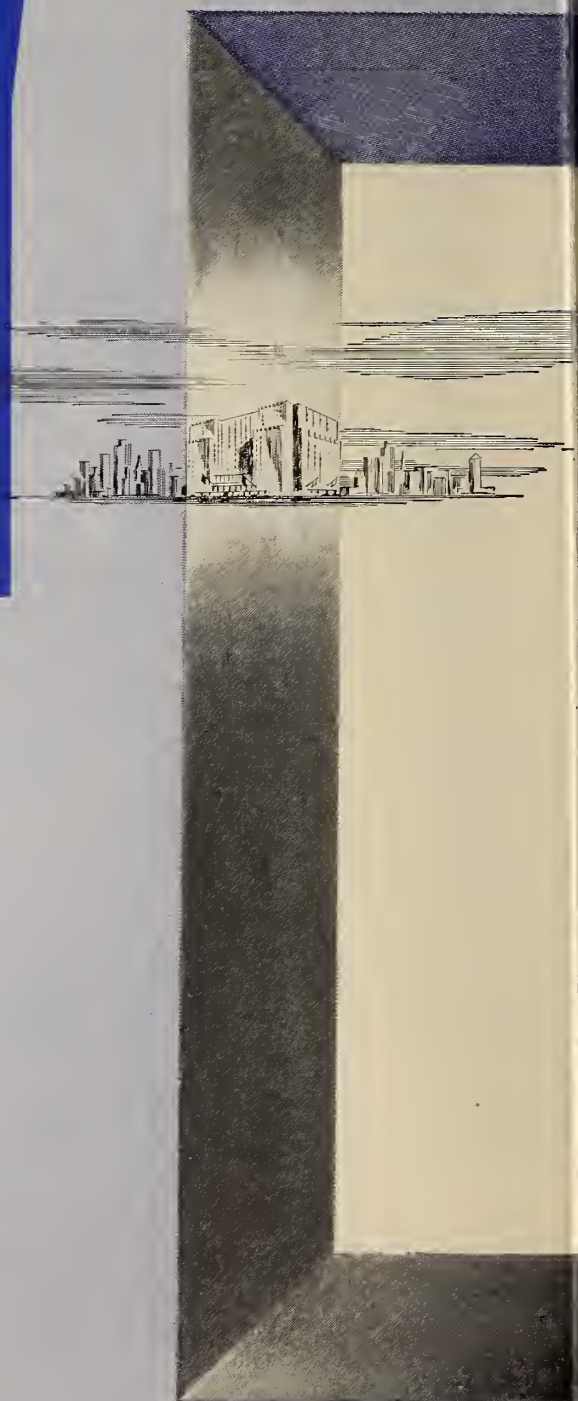
ernment must be brought to bear in behalf of the American film industry in its negotiations with foreign governments, in order to prevent bartering away still more jobs of American film workers."

The report stated "over-use of reissues to such extent that it has become abuse" is another cause of unemployment. SAG is asking all AFL unions throughout the country to protest to producers. Television is listed among the factors contributing to the decline of domestic picture grosses, but the observation is made that "eventually, television will provide actors with a lucrative field of employment."



"19

TODAY



There's No

BUSINESS WILL BE GOOD FOR THOSE WHO MAKE IT GOOD!"

...marks the opening of the momentous two day

20th Century-Fox Showmanship Meeting

where 415 of the most distinguished leaders of Exhibition in the U. S. and Canada are gathered at the Drake Hotel in Chicago to launch the all-out campaign of building business and prestige for our great industry. They will join heads, hands and hearts to bring the news to all the nation that

"MOVIES ARE *Better* THAN EVER"

Business Like **20th** Business!
CENTURY-FOX

'IA' Board to Meet In Canada March 20

The regular semi-annual meeting of the IATSE general executive board will be held during the week of March 20 at the Hotel Vancouver in Vancouver. "IA" president Richard F. Walsh will preside at the meeting.

'Boundaries'

(Continued from page 1)

atres in the area. The decision will be appealed in the U. S. Circuit Court of Appeals, it was disclosed by Morris Abrams, Atlanta attorney who acted for the plaintiffs.

In New York yesterday film attorneys said the question of "freedom-of-speech" protection for motion pictures in all likelihood will be decided by the U. S. Supreme Court long before the "Lost Boundaries" issue reaches an ultimate decision. The high court next week will be asked to review the Memphis censor board's ban of "Curley," which is being pressed in the courts by the industry in an effort to reach a precedent-establishing ruling that censorship of films constitutes a violation of the First Amendment.

'U' Stockholders' Annual Meet Today

Universal stockholders will hold their annual meeting today at Wilmington, Del., to elect 15 directors and to transact other business which may come before the meeting. Holders of preferred and common stock as of Jan. 27, 1950, are entitled to vote.

\$6,200 for UA's 'Holiday'

"Johnny Holiday" drew a record two-day gross of \$6,200 at the Keith Theatre, Indianapolis, on Friday and Saturday, according to United Artists here.

TWA TWA TWA TWA



**Stop off for a
QUICKIE VACATION**
in the Southwest Sun Country
on your next coast-
to-coast trip by
TWA
CONSTELLATION

For information, call your local
TWA office, or your travel agent.



Across the U.S. and overseas...
you can depend on
TWA
TRANS WORLD AIRLINE
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Skouras Opens Parley

(Continued from page 1)

gressive showmanship plan of action."

The agenda for tomorrow's sessions include the welcoming address by Skouras when the group assembles at 10 A.M., followed by the speeches of 20th Century-Fox vice-presidents Al Lichtman, Andy W. Smith, Jr. and Charles Einfeld. Following Einfeld, members of his advertising and publicity staffs will outline 20th Century-Fox's plan of showmanship, embodied in a "Showman's Guide to Better Business." This will last until luncheon, following which Skouras will call on a number of speakers to discuss the outlined program, including Eric Johnston, Samuel Pinanski, Trueman Rembusch, Leonard H. Goldenson, Si Fabian and Sol Schwartz.

The evening's activities call for attendance at a "sneak" preview of one of the company's top new releases.

Thursday's meeting will be devoted to open forum discussions of showmanship based on the plan of action presented by the company. Mitchell Wolfson of Wometco Theatres

will act as moderator.

Skouras' purpose in calling the meeting is contained in the following statement: "All of the producing companies are constantly striving for better pictures through better subject material. The finest ideas ever conceived in the minds of men inevitably find their way to the screen and are seen by eager peoples everywhere who long ago chose motion pictures as the shortest cut to the enrichment of their lives. We must concern ourselves with the promulgation of accurate information to our patrons about Hollywood's films and with a program of public service designed so the local theatre can best service its community."

If the conference measures up to 20th Century-Fox expectations, it is believed, the meetings might well become an annual event.

Skouras asserted that "the film industry has a tremendous obligation to the public. It is our duty to continue the painstaking efforts to keep the screen pre-eminent as popular entertainment."

Universal Product

(Continued from page 1)

Coast conferences with Leo Spitz and William Goetz, executive heads of production. Originally, the company had scheduled 30 productions for the year ending next October. In addition to the 25 from the studio last year there were four British importations from J. Arthur Rank. In the current year's 36, all will come from the U-I Coast studios.

Three of the current year's films have been completed and five others are before the cameras. The three completed are: "The Sleeping City," filmed in New York with Richard Conte and Coleen Gray starred; "One Way Street," starring James Mason, Marta Toren and Dan Duryea, and "Peggy," a Technicolor production with Diana Lynn, Charles Coburn, Charlotte Greenwood and Barbara Lawrence.

Currently in production are: "Winchester 73," with James Stewart, Shelley Winters, Dan Duryea and Stephen McNally; "Louisa," starring Ronald Reagan, Charles Coburn, Ruth Hussey, Edmund Gwenn and Spring Byington; "Ma and Pa Kettle Back Home," with Marjorie Main and Percy Kilbridge; "Panther's Moon," in which Howard Duff, Marta Toren, Robert Douglas and Philip Dorn are starred, and "Saddle Tramp," Technicolor, in which Joel McCrea and Wanda Hendrix are starred.

Among the top films on the schedule are several designed to be extended runs, Blumberg said, including: "Harvey," to star James Stewart, with Josephine Hull, Henry Koster to direct; "Song of Norway," from the operetta, filmed in Technicolor; "Tomahawk," in Technicolor, story of the Indian wars with Van Heflin starred; "The World in His Arms," from the novel by Rex Beach, to be filmed in Alaska; "Desert Legion"; "Up Front with Mauldin," from the novel and sketches by Bill Mauldin; "The Milkman," starring Donald O'Connor and Jimmy Durante; "Frenchie," a Technicolor Western starring Shelley Winters, and "Desert Hawk," with Yvonne De Carlo.

WB Schedules 20

(Continued from page 1)

slackening in our efforts to maintain a steady pace in production. We will do all in our power to stabilize both production and employment."

Seven of the planned 20 will be in Technicolor, Warner revealed. Within the next 10 days, "Tea for Two" (color) and "The Breaking Point" will go into production.

Currently before the cameras at Burbank are: "Lightning Strikes Twice," "Captain Horatio Hornblower," "Sugarfoot" and "The Two Million Dollar Bank Robbery." Scheduled for early April production are "Dallas" and "We're Working Our Way Through College." Immediately following these the company will go into production with five more.

As production plans and preparations mature into actual shooting on the 20-picture program, other stories will be developed in preparation for the following production period, it was stated.

Kalmine Will Preside at Warner Zone Meeting Here

Warner Brothers Theatres will hold a zone managers' meeting here tomorrow at the company's home office, with Harry M. Kalmine, president, presiding.

Those attending will include zone managers James Coston, Chicago; Nat Wolf, Cleveland; I. J. Hoffman, New Haven; Frank Damis, Newark; Charles A. Smakwitz, Albany; Ted Schlanger, Philadelphia; M. A. Silver, Pittsburgh; George A. Crouch, Washington, and Ben H. Wallerstein, Hollywood.

Film buyers will include Alex Halperin, Chicago; Ted Minsky, Cleveland; Bert Jacobs, New Haven; Sam Blasky, Newark; Max Friedman, Albany; Louis Davidoff, Philadelphia; Harry Feinstein, Pittsburgh; L. F. Ribnitzki, Washington, and Leo Miller, Hollywood.

Home office executives will include M. Alben, Clayton E. Bond, Frank Cahill, H. Copelan, N. Fellman, Harry Goldberg, L. J. Kaufman, H. Maier, F. Marshall, W. S. McDonald, F. Phelps, Harold Rodner, Harry Rosenquest, D. Triester, R. Weiss, B. Wirth and Z. Epstein.

Perkins Supply Starts

BUFFALO, March 7.—The Perkins Theatre Supply Co. is opening a store in the Film Building here. The organization is a Canadian concern.

FPC Shows Toronto Theatre TV Reel

Toronto, March 7.—First Canadian use of television for newsreel coverage was undertaken by Famous Players Canadian recently when a dinner, concluding "Brotherhood Week," was televised and then transferred to on for showing at the city's Imperial Theatre here. George Cuthbert, FPC engineer, was in charge of the public test of the equipment, authorized under a license granted by the Canadian Department of Transport.

TV Patent to Technicolor

Dr. Herbert T. Kalmus, president and general manager of Technicolor, disclosed here yesterday that the company has purchased the patent covering the color television tube invented by Dr. Willard Geer of the University of Southern California.

"One of the great advantages of the Geer device is that it may provide a means for converting existing black-and-white television sets and television sets in production to receive color television broadcasts in a way which will avoid obsolescence.

"Technicolor is appropriating upwards of \$500,000 for the work of its research department, of which a substantial part will be applied to the professional and commercial application of the Geer tube," he added.

Billion Dollar Bill For Video Programs

SYRACUSE, N. Y., March 7.—American business will be spending \$1,000,000,000 annually to bring top television programs in to 24,600,000 homes by 1955, Ernest H. Vogel, manager of marketing for General Electric, predicted in a speech made here yesterday to the Advertising and Sales Club.

He estimated 513 television stations would be in operation at that time, interconnected by four major networks. Over 28,000,000 television sets will be in use with 3,600,000 homes having two receivers, he predicted.

Goldwyn, Jr.

(Continued from page 1)

original idea by Goldwyn, Jr., and he will do the script in association with Blaine Littell. The latter, a feature writer on the *Denver Post*, will take a leave of absence from the paper to start work in Hollywood on Saturday. The two will leave for Washington and Europe shortly thereafter to complete the story and set production arrangements.

Littell is the son of Robert Littell, *Readers Digest* editor.

Stillman to Buchanan

Robert Stillman Productions has selected the Buchanan Agency here as its advertising representative. Initial assignment is "The Sound of Fury," first picture on Stillman's United Artists release schedule.

EXTRA! GOLD DISCOVERED AGAIN IN CALIFORNIA!



More people will pay more money to see M-G-M's
"ANNIE GET YOUR GUN" than any other
TECHNICOLOR screen musical in film history!

You'll hear that often!

"LOVE HAPPY"

The NEWEST and FUNNIEST MARX BROS. Picture is
TOPS IN PHILLY! DETROIT! FRISCO!



Karlton Theatre, Philly
1st week business indicates
terrific b. o. demand for
zany trio's latest!

Detroit's Palm State
holdover for top figure
in months!

Frisco's United Artists
Theatre smash with top
holdover plus!

HIGH POWERED SHOWMANSHIP!

Tie-ups that really work!

Four-day pre-selling
via Bulova
Watch radio spots,
20—count 'em—20!

On-the-spot 24-
sheets via Curtis
Candy Co. in major
locations plus counter
displays and windows!

Week-long pre-
selling with 27
Kool Cigarette's
radio spots.

Fiske Rubber Tire Co.
tie-in ads in all
papers. 750 lines
each.

Read the press-
book. These
tie-ups have
worked—will
work for you!

1100 Mobilgas
stations in play-
date areas bill-
boarded with special
display material!

ee Just what fans have been waiting
for. A slap-happy burlesque tied
together with glittering gags! 99
—Philadelphia Inquirer

ee Wonderful to have Marx Bros.
back. Madder and fresher than
ever! 99—Philadelphia Bulletin

ee Brilliantly lunatic. It's wonderful.
Will attain the status of a classic.
Agonizingly funny! 99
—San Francisco Chronicle

ee A cinema classic. Most amusing
since "Night at the Opera". Fin-
est since movies came! 99
—S. F. Examiner

"LOVE HAPPY" starring **THE MARX BROS.**

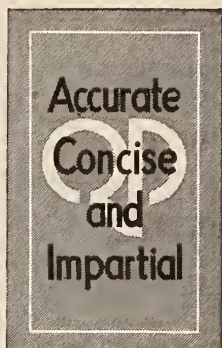
Co-starring **ILONA MASSEY • VERA-ELLEN • MARION HUTTON**
with Raymond Burr • Melville Cooper • Leon Belasco • Paul Valentine
Eric Blore • Bruce Gordon • A **LESTER COWAN** Production
Directed by **DAVID MILLER** • Musical Score & Lyrics by Ann Ronell

OPENS TODAY
The Philly, Detroit, Frisco way
in L. A. Music Hall Theatres!

...right this way from **UA**



MOTION PICTURE DAILY



VOI-6 NO. 46

NEW YORK, U. S. A., THURSDAY, MARCH 9, 1950

TEN CENTS

Para. to Talk Interstate Partner Split

Goldenson to Dallas on Deal; Tri-States Next

Dissolution of United Paramount's partnership in the operation of Interstate Circuit, Inc., Dallas, which also operates Texas Consolidated Theatres will be the subject of negotiations shortly between Leonard Goldenson, president of United, and Karl Hoblitzelle and Robert J. O'Donnell, president and vice-president, respectively, of Interstate.

Representing Paramount's most extensive divided ownership with an affiliate, Interstate operates over 125 houses in Texas and eight in New Mexico. Goldenson, who is now in Chicago participating in the 20th Century-Fox "Showman-
(Continued on page 11)

Urges Stars Visit Public

An "invasion" of Hollywood personalities on the American scene with the stars coming into direct contact with theatre-goers either as paid talent on stage or in promotional public appearances was called for yesterday by Robert Weitman, United Paramount Theatres executive, as an approach to "what ails the box-office."

He said his experience consistently has been that the appearance of even the less prominent performers is a strong public attraction in itself, whether in the theatre or, perhaps, at a public ceremony, and the excitement which these appearances cause translates itself into increased theatre-going.

Seeing screen luminaries in person awakens the public's interest in films, he said. For a specific example, he
(Continued on page 11)

Video in Theatres 'Superior': O'Brien

CHICAGO, March 8.—Program material for theatre television will be "inevitably and wisely" different from that of broadcast television, Robert H. O'Brien, United Paramount Theatres' secretary-treasurer and video head, told the Second Annual Television Conference here today. He said the
(Continued on page 9)

Skouras Urges Showmanship 'Renaissance'

CHICAGO, March 8.—Spyros P. Skouras, president of 20th Century-Fox, appealed today to the exhibitors assembled here for the opening session of the company's two-day "Showmanship Meeting" to create "a renaissance of the showmanship spirit that has produced such miracles in the past."

By the efforts of exhibitors, Skouras told the meeting, "the American motion picture industry today represents a capital investment of \$2,-
(Continued on page 7)



Spyros P. Skouras

Stockholder Votes Fox Off 'U's' Board

WILMINGTON, March 8.—Matthew Fox, Universal vice-president, today was defeated in board of directors elections at the annual meeting of stockholders. While all other nominees were elected, John B. Eidell, who holds a large block of the corpora-
(Continued on page 11)

20th's 'Showman's Guide' Keynotes Chicago Parley

8,000 Theatres at 20th-Fox Meeting

Chicago, March 8. — Approximately 8,000 theatres in the U. S. and Canada are represented at 20th Century-Fox' showmanship seminar here. The display of exhibition strength is one of the most notable on record and, in the opinion of some, perhaps the most notable in industry history.

Theatre men were frank in their praise. They liked the tone of the conclave.

'CO-OP' CAMPAIGN IS OFFER BY 20th-FOX

20th-Fox Agrees To Test PCCITO Arbitration Plan

CHICAGO, March 8.—A test of the Pacific Coast Conference of Independent Theatre Owners' arbitration plan in the San Francisco exchange area has been agreed upon by 20th-Fox. Distribution vice-president Andy W. Smith, Jr., informed Rotus Harvey here yesterday that if the plan proved satisfactory its operation would be extended to the whole PCCITO territory. Harvey is a PCCITO trustee.

The PCCITO arbitration plan was drawn up at the organization's meet-
(Continued on page 7)

US Grants Delay on 'Frozen' Funds Tax

WASHINGTON, March 8.—The Bureau of Internal Revenue today ruled that film companies and other firms can postpone paying U. S. taxes on blocked foreign earnings until those earnings can be converted into dollars. At present, only companies operating abroad through actual subsidiaries can do this. The Bureau ruling would extend the privilege to foreign operations of all companies.

Moreover, the companies can revise
(Continued on page 8)

Proposes 50-50 Deal for Two Institutional Ads Aimed at Local Audience

By RED KANN

(Pictures on pages 6 and 7)

CHICAGO, March 8.—Twentieth Century-Fox today offered the exhibitors of the U. S. and Canada a cooperative institutional newspaper advertising deal designed to sell "to a greatly augmented audience" the individual theatre, its product and the theatre's place in the community.

The offer of two 600-line institutional ads in which the company will share costs on a 50-50 basis for use in any newspaper with a guaranteed ABC circulation was contained in a manual entitled "A Showman's Guide to Better Business" dis-
(Continued on page 6)

Dollar Market Big: Lichtman

CHICAGO, March 8.—Discretionary spending power—that is, the surplus money in the hands of the public—in 1950 is \$100,000,000 over 1940.

This breathtaking figure was presented by 20th Century-Fox vice-president Al Lichtman to the 300 exhibitors, sales executives and others from the industry who gathered at the Drake Hotel here today for the opening of the company's two-day "Showmanship Meeting."

"And yet," Lichtman challenged,
(Continued on page 7)



Al Lichtman

Johnston, Skouras Accept UJA Posts

Eric A. Johnston, president of the Motion Picture Association of America, and Spyros P. Skouras, president of 20th Century-Fox, have accepted appointment as associate chairmen of
(Continued on page 8)

Personal Mention

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, arrived in New York yesterday from Washington.

WILLIAM ENGBERTSON of Monogram's still laboratory at Hollywood, is the father of his second daughter, born last Saturday at Valley Hospital, Van Nuys, Cal.

WILLIAM E. OSBORNE, Monogram Far Eastern representative now in this country after two years abroad, left here yesterday for a vacation at Memphis.

HENRY R. ARIAS, distributor, will sail from here on Saturday for Europe on the *S.S. Queen Elizabeth*, to be gone two months visiting film capitals of the Continent.

PAUL N. LAZARUS, Jr., executive assistant to United Artists president GRADWELL SEARS, is due back in town today from Phoenix.

DAVID LIPTON, Universal-International advertising-publicity director, left Hollywood yesterday by plane for New York.

GERALDINE FITZGERALD, actress, is scheduled to arrive here from Ireland tomorrow on the *S. S. America*.

JOHN K. HILLIARD, Altec Lansing chief engineer, is in New York from the Coast.

BERNARD J. GATES, Monogram Latin America supervisor, has arrived in Peru.

To Appeal Decision In 'Boundaries' Case

Following United States District Judge M. Neil Andrews' decision in Atlanta, that motion pictures are not a part of the press and therefore are subject to censorship, Louis de Rochemont, producer of "Lost Boundaries," and his counsel here, Judge Samuel Rosenman have announced that an appeal would be made as "promptly as possible."

The announcement, released in New York yesterday, said the case would be taken to the Court of Appeals of the Fifth Circuit, and if necessary to the U. S. Supreme Court.

\$36,780 for 'Heiress'

CHICAGO, March 8.—First four days of William Wyler's "The Heiress" at the Chicago Theatre rolled up a gross of \$36,780. The Paramount picture opened here last Friday and will be held for a second week.

The Paramount home office here reported yesterday that "The Heiress" gross at the Chicago Theatre in that city is "topping everything that has played the theatre in many months."

Paramount Wins Extended Loop Run For 'Samson'

CHICAGO, March 8.—Paramount today won an extended unlimited Loop run for Cecil B. DeMille's "Samson and Delilah," but was denied a pre-release run on the film.

Federal Judge Michael Igoe, who issued the order today, granted the company a concession and the first exception on "clearance time" thus far allowed under the Jackson Park decree, by allowing a three week period to lapse after the Loop run before "Samson" is made available to the subsequent runs. "One of the objectives of this decree," the order read, "was to limit the exercise of uncontrolled discretion in imposing dead or waiting time between runs. The pre-release or road show engagement, with its unlimited waiting time or clearance before general release, would involve an excessive latitude."

Three-Week Clearance

"In view of the special requirements that were represented as being necessary for proper distribution, Paramount should be allowed some time (three weeks) following termination of the first run, in which to arrange for subsequent exhibitions."

Judge Igoe also disposed of Jackson Park attorney Thomas McConnell's charge that Paramount was fixing admission prices on the film. "Of course price fixing between distributors and exhibitors is prohibited. Even where road shows are held to be legal, they are not exempt from the prohibitions against fixing admissions. Paramount denied any price fixing, although ad-

mitting that license fees were higher than usual in other 'Samson' showings. The fact that high rental terms might have some effect upon admission prices does not convert such conduct into a form of price fixing."

Film Is "Unusual"

Judge Igoe stated that the testimony of DeMille and Henry Wilcoxon established that "Samson" is of an unusual quality which has already received acclaim from religious and lay leaders throughout the country. "On other occasions, I have expressed my conviction that this court retains jurisdiction over a continuing form of injunction and of so much of the decree as involves a continuing activity. On such occasions as this court has granted extended runs, there have been no abuse of such privileges," he said.

Paramount Negotiates Four More to B. & K. Loop Houses

CHICAGO, March 8.—Paramount has set, under negotiation terms, four more films into Balaban and Katz Loop houses. The company has thus far rejected all Loop bids on films offered under the new selling plan and has yet to sell a film to any Loop house, other than B. and K.

The four are: "Dear Wife," at the Chicago, April 21; "Paid in Full," United Artists, March 24; and "So Proudly We Hail" and "Wake Island" at the Roosevelt on March 22. "Riding High" is the next film being offered under bidding.

Crosby 'Riding High' At Virginia Premiere

FRONT ROYAL, Va., March 8.—Front Royal and Warren County, in connection with the world premiere here on April 1 of Paramount's latest Bing Crosby starrer, "Riding High," have designated April 1 as "Bing Crosby Day" and will include in the day's program the dedication of the local Stadium as "The Bing Crosby Stadium."

Tickets to the premiere are being offered to those making the largest contributions to the stadium fund.

Toumey in Washington

WASHINGTON, March 8.—William Toumey, Samuel Goldwyn assistant ad-publicity director, will confer here tomorrow with State and Defense Department officials on arrangements for Samuel Goldwyn Jr.'s trip to Germany in connection with the filming of "No Time Like the Present." Toumey will arrive here from New York by way of Philadelphia, where he conferred with William Goldman, circuit head.

Albert Blum Services

Funeral services for Albert Blum, father of David Blum, Loew's International director of publicity, will be held here today at the West End Chapel. Blum, who was in his 80's, died Tuesday.

M-G-M Books 6 Films Into 3 B'way Houses

M-G-M has booked six pictures into three Broadway theatres following the opening of "The Outriders" at the State yesterday. "Black Hand" will open Saturday at the Capitol, and will be followed March 25 by "The Yellow Cab Man" and on April 8 by "Nancy Goes to Rio." "Annie Get Your Gun" is tentatively slated for a premiere at Loew's State on April 19.

Two M-G-M pictures have been booked by RKO for its Palace, starting March 23, when "Side Street" will make its first New York appearance there, with "Challenge to Lassic" following on April 6. The Palace booking is unusual for M-G-M in that it marks the first time in the history of the house that feature product from that company will play there.

E-K to Distribute \$15,200,000 Bonus

ROCHESTER, N. Y., March 8.—Eastman Kodak will distribute a wage dividend of \$15,200,000 tomorrow, the company announces. The sum is shared by about 46,000 Kodak workers in the U. S. The wage dividend is the largest in the 38-year history of the plan. The rate of payment is the highest since 1928. Eligible persons will receive \$25 for each \$1,000 earned at Kodak from 1945 through 1948.

House Group Okays Trust Fine Boost

Washington, March 8. — A House Judiciary sub-committee today approved a bill to boost from \$5,000 to \$50,000 the maximum possible fine for violating the Federal anti-trust laws. The present maximum one-year jail sentence was left unchanged.

Heavy Film Lineup Set by Paramount

HOLLYWOOD, March 8.—Paramount has 11 story properties in preparation for early production, the studio reports. These, added to films in production, and those completed and ready for release, give the company one of the strongest line-ups of product in its history according to Paramount.

In preparation are: "Carrie Ames," to be produced and directed by William Wyler; "Roman Holiday," to be produced and directed by Frank Capra; "Mr. and Mrs. Anonymous," produced and directed by George Stevens; "Detective Story," produced and directed by Wyler; "Famous," with Bing Crosby and Charles Brackett; "Pardners," with Crosby and Hopalong Cassidy; "A Mabel Normand and Mack Sennett Story," produced by Joseph Sistrom; "Beyond the Sunset"; Cecil B. DeMille's "The Greatest Show on Earth"; Hal Wallis' "No Escape"; "The Mating Season," Charles Brackett comedy; "My Friend Irma Goes Abroad," being prepared by Hal Wallis.

Productions being edited include: "Fancy Pants," Technicolor Bob Hope Western; "Mr. Music," new Crosby starrer; and George Stevens' "A Place in the Sun."

Two currently before the cameras are "Union Station" and Wallis' "My Friend Irma Goes West."

Three pictures preparing to start this month are: "Montana Rides," Alan Ladd Technicolor Western; "Dark City," new Wallis Burt Lancaster starrer, and the Pine and Thomas "Tripoli," Technicolor film.

E-L Employees Buy Into 'Jackie' Film

A group of Eagle-Lion home office employees and executives and employees at many of the company's 31 exchanges have purchased 67½ per cent of the anticipated profits on "The Jackie Robinson Story," which the company will release, it was reported here yesterday. E-L states that the purchase is the first of its kind in the industry.

'Man with Horn' Opens

INDIANAPOLIS, March 8.—Hoosier State premiere of Warner's "Young Man with a Horn" in over 50 theatres and 30 cities in Indiana has been set up with promotion campaigns by Mort Blumenstock, Warner advertising-publicity vice-president. Campaign is designed to reach a radius of 250 miles.

Here's What's Giving the Industry the Big Lift!

"Get your copy from me!"

SHOWMANSHIP
CONFERENCE
March 8th-9th
DRAKE HOTEL
Chicago, Ill.
20
CENTS FOR

a
showman's
guide
to
better
business



prepared as an industry service by twentieth-century fox

"1950 Business Will Be Good
For Those Who Make It Good"

Here's How →

SHOWMANSHIP I

SPECIAL INSTITUTIONAL ADS!

Launching the biggest business-building campaign in industry history, with 20th backing you dollar for dollar! See your 20th representative for full details!

SPECIAL SHORT!

2 minutes for your screen and TV to build the movie habit. N. S. S. has it! Use it!

RECOL IN

For your theatre and radio—two unusual 60 second transcription

Your pleasure is all ours

MOVIES ARE Better THAN EVER!

SEE THESE GREAT COMING WITS!
(List your forthcoming Twentieth Century-Fox pictures here)

It's our pleasure... when you have a good time at the movies.
It's our pleasure... when you laugh and thrill and sometimes cry at the things you see on the screen.
It's our pleasure... to see the whole family choosing motion pictures as their best entertainment buy.
It's our pleasure... that youngsters have come to know and love the movies as a very special treat.
It's our pleasure... that Hollywood is constantly searching for new ideas... and bringing them to life.
It's our pleasure... that today you are finding movies better than ever... gaining a greater pleasure in seeing them.

Personal signature
(NAME OF THEATRE)

THE proudest Man IN TOWN!

MOVIES ARE Better THAN EVER!

SEE THESE GREAT COMING WITS!
(List your forthcoming Twentieth Century-Fox pictures here)

I'm proud... that in my own simple way, I have the privilege of serving the people of this community.
I'm proud... when I see whole families come in together... and when parents tell me, "I never have to worry when my child is in your theatre."
I'm proud... when I see my patrons with the smile of a grand time on every face, refreshed by a full measure of entertainment.
I'm proud... of the contribution we make to the well-being of our town.
I'm proud... that my theatre is a Community Center in every sense, at the call of every worthy cause.
And I'm proud of Hollywood and its serious men and women, devoting their ingenuity and energy to improving your entertainment.
I'm the proudest man in town...
Personal signature
(NAME OF THEATRE)

OUR TOWN - U.S.A.

OUR TOWN - U.S.A.

There's No Business

ON THE MARCH!

SHOWMANSHIP IDEAS!

Get your copy now!
Slugs, 40x60's,
burgees, banners,
services, new angles
and methods!

....AND PRODUCT!

backing your campaign to
prove to the world that
"MOVIES ARE BETTER
THAN EVER!"

a
showman's
guide
to
better
business.....

★ **CHEAPER BY THE DOZEN**
Technicolor

★ **WABASH AVENUE**
Technicolor

★ **THE BIG LIFT**

★ **A TICKET TO TOMAHAWK**
Technicolor

★ **NIGHT AND THE CITY**

★ **BROKEN ARROW**
Technicolor

★ **LOVE THAT BRUTE**

★ **THE GUNFIGHTER**

and remember:—PINKY ★ PRINCE OF
FOXES ★ 12 O'CLOCK HIGH ★ WHEN WILLIE
COMES MARCHING HOME ★ MOTHER
DIDN'T TELL ME and UNDER MY SKIN!

like **20** Business!
CENTURY-FOX

20th-Fox Offers 'Co-op' Campaign

50-50 Deal on Local Level Publicity Ads

(Continued from page 1)

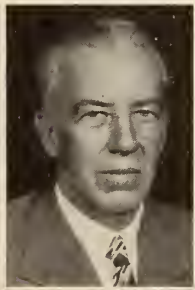
tributed to the more than 300 exhibitors, sales executives, trade paper representatives and others attending the 20th-Fox "Showmanship Meeting" here.

The "Guide" is the keynote around which the meeting revolves. It is described as the record of the 20th-Fox "program of aggressive showmanship to stimulate greater attendance at the nation's theatres."

Movietone Records Event

With Movietone News cameras grinding and loud speakers blaring music, the meeting opened in the crowded ballroom of the hotel. At the dais were Eric Johnston, Sam Pinanski, Trueman Rembusch, Bosley Crowther, Charles Skouras and the following 20th-Fox executives: Spyros P. Skouras, Al Lichtman, Andy W. Smith, Jr., Charles Einfeld, William Gehring, Otto E. Koegel and Donald Henderson.

Twentieth-Fox president Spyros P. Skouras delivered a welcoming address in which he made a vigorous appeal for a showmanship "renaissance" and then turned the chairmanship of the meeting over to vice-president Lichtman. The latter laid further ground work for meeting business by presenting an array of statistics which pointed up the potentialities that exist for greater attendance at theatres.



A. W. Smith, Jr.

Company distribution vice-president Smith then took over the rostrum. "We must find out what the people want in motion picture entertainment and then do our level best to give it to them," he said. Out of an audience potential of 97,000,000, he added, the average "A" film today is seen by only 13,000,000. He praised the combined industry campaign looking toward repeal of the 20 per cent admission tax and viewed it as suggesting a pattern to be followed in other directions.

Cites Cash Prizes

Showmanship campaigns offering cash prizes demonstrate that showmanship does pay off, Smith continued, citing "Father Was a Fullback" as a case in point. Divulging anticipated grosses on current Fox products, Smith forecast \$1,650,000 for "Father"; \$1,825,000 for "Everybody Does It"; \$2,400,000 for "Mother Didn't Tell Me," and \$2,200,000 for "You're My Everything." Where managers put in extra effort on "Full-

back," he stated, their grosses far out-distanced business done with these other three.

Too often in the past film advertising has tended "towards a meaningless mass of monotony which only lately is being overcome by the refreshingly artful, illuminating and distinctive ad work for some of the better films," Bosley Crowther, motion picture critic of the New York Times, declared.



Bosley Crowther

Crowther said that "mature, intelligent, discriminating people in every community, large and small" do not want "to be fooled by anyone telling them that something is good when it is not." He recommended that the confidence of these people be won "with honest promotion and direct selling to their interests and tastes."

Today's Problem Broad

However, Crowther told the assemblage of 300 from various branches of the industry, "the problem today is much broader than that. It is a problem of reestimating the whole motion picture audience—and the whole potential audience—and then approaching it with aptly placed techniques. And this is a job which calls for brilliance, not only on the national level, in the large frame, but particularly in the understanding and cultivation of the potential audience in each community."

For instance, he said, "the peculiar assumption that the so called sophisticated, off-beat films are likely to find an audience only in the large metropolitan areas has been most significantly exploded in the selling of 'Hamlet' and 'The Red Shoes.'" Crowther termed the meeting an industry "milestone."

"Ring doorbells" in a wholesale campaign stressing fundamental showmanship was the keynote of an address by Einfeld. "There is nothing wrong with the product," he told delegates. "Even though we have had great pictures, business has been sliding. But we must get back to the fundamentals, all the things we once used to do, but in a modern way. Other industries are using our showmanship tricks. While we as exhibitors have fine theatres—and we love 'em—and we as distributors have fine pictures—and we love 'em—all of us have too often just put pictures into theatres and let them run."

Company Turns to Action

He declared his company last year determined to translate conversation into action by seeking to develop "A Showman's Guide for Better Business." This activity, first launched

Offer Prayer in Grauman's Memory

Chicago, March 8.—At the suggestion of 20th-Fox vice-president Al Lichtman, those in attendance at his company's showmanship meeting here today paused for a moment of silent prayer in the memory of Sid Grauman, pioneer Hollywood showman who died earlier this week.

with two merchandising meetings in New York, he said, now had reached its fruition here. Earl Wingart, Jonas Rosenfield, Sterling Silliphant, Alfred Palca and Rodney Bush and various others of Einfeld's associates, described in detail the individual sections of "A Showman's Guide to Better Business," keynote plan devised by 20th-Fox for the meeting. Copies of the manual will be available to every theatre in the United States and Canada.

Rosenfield, advertising manager, outlined the company's institutional advertising campaign keyed to the slogan "Movies Are Better Than Ever."

In offering the cooperative advertising plan, the company cited its spring and summer line-up of product as representative of a schedule backing up the program. Inclusion of 20th-Fox titles in the cooperative is a condition for the company's participation.

Set Six for April

It was announced that during April, May and June, 20th-Fox will release four Technicolor productions and two black-and-whites, as follows: April—"Wabash Avenue" and "Cheaper by the Dozen" (both Technicolor); May—"A Ticket to Tomahawk" (color) and "The Big Lift"; June—"Night and the City" and "Broken Arrow" (color).

The afternoon session of the showmanship meeting opened with David Golding discussing exhibitor press relations and urging all delegates present to hold press conferences on their return home. They were urged to stress the outstanding pictures coming from Hollywood.

Einfeld introduced the showing of a special trailer intended for all theatres, called "Our Town, U.S.A.," and distributed by National Screen Service. The trailer stresses the entertainment value of films for the family, through a scene in typical kitchen with the father, mother, son and daughter considering an evening's recreation.

Then Einfeld pointed out the motion picture industry was not unique in its problem of being required to seek expanding audiences. He concluded, "It is later than most of us think. The people are there. They have money. Let us make 1950 business good through hard work."

Ties in Whole Industry

William Michel, 20th-Fox vice-president, said, "The success of 20th-Fox must be the success of the whole industry. I hope that all other companies, if possible, will come out and outdo us."

Eric Johnston expressed a similar thought, "My only wish is that other

Firm's 'Tops' Head Speakers

companies in the industry will hold similar meetings. I hope exhibitors and producers will sit down together and discuss their mutual problems. I see no reason for antagonism. There should be complete cooperation between the two."

"In my opinion," Johnston emphasized, "There is entirely too much pessimism in all phases and branches of this business. It is sad to say that the hero today is one who can tell the most lugubrious tale of the future of the industry. We can't solve our problems by singing the blues. This may be done only by courage, understanding and faith."

Deploping the lack of authentic statistics in the motion picture industry, Johnston said, "We must get facts. Then we can act."

Johnston continued, "There is nothing worse than fear. You cut down your advertising budget when you should be expanding it. I am delighted, however, that 20th-Fox is expanding its advertising."

Films' Role Abroad

Turning to the international scene, the MPAA head said that motion pictures around the world are doing the most to show the dignity of man, to preach the freedoms of movement, possession and a sense of belonging to society sought by all men.

Sam Pinanski, in humorous yet serious talk, said, "I can't find fault with a damn thing the distributors have said today—it's the happiest day in my life. We must stop quarreling within the industry," he pleaded. "We must clear up within and then face competition realistically."

"People have been reading in their newspapers so much of the industry's legal problems that they think they are reading a murder trial and that the business is completely destroyed and that films are without merit," the TOA president remarked. "Temporarily we have had our eye off the ball but I'm going to waste no time in getting back to showmanship. We pledge ourselves to help stimulate in New England the ideas of showmanship discussed here. I'm a little ashamed as an exhibitor that a distributor had to remind us about showmanship," Pinanski concluded.

Appeals for Arbitration

Otto Koegel, 20th-Fox attorney, criticized industry lawyers and made a brief but strong appeal for exhibitor groups to work out an arbitration system. "The motion picture industry has been suffering from the ills of many lawyers. Lawyers have plagued the industry until the liabilities are measured in astronomical figures. We need to get a solution from exhibitor groups."

"If an arbitration system is worked out the distributors willingly and of necessity will

(Continued on page 8)



Charles S. Einfeld

Dollar Market Big: Lichtman

(Continued from page 1)

"box-office returns for the first two months of 1950 are about on a 1940 level—which brings us to the real question of 'How Come?'"

This was but one of many disclosures which Lichtman set forth in an appeal to all branches of the industry to "fight shoulder to shoulder" for the constant and steady improvement of the film business.

Lichtman probed for his audience "factors that point to an increased market potential for motion pictures."

Sees Constant Rise

The prosperity of the country, he said, "boils down to the dynamic balance of production against consumption and consumption against production. Prosperity in America for all of us means the goal of a constantly higher standard of living, giving more and better goods, and better services to more people. We want next year's business always to be better than last year's. In that way, next year's living can be better too."

"The starting point of all markets is people," the 20th-Fox executive continued. "The total population by July, 1950, will have grown to about 152,000,000. This is an increase of 15 per cent over 1940, or an increase of 35,000,000 in the decade. There have been 17,500,000 marriages—40 per cent of all U. S. families are new families—since 1940. Nine million people have moved from rural areas to cities."

Lichtman declared the "general talk that the public cannot afford to buy motion picture entertainment as they did in the lush years of 1945, 1946, 1947 or even 1948, is refuted by the fact that savings in the U. S. during 1940 were only \$3,700,000,000; in 1948 they were \$8,800,000,000; in 1949 the savings were \$16,600,000,000." He termed these figures "evidences of the extent to which the public held back on buying during 1949."

Lichtman said that "the foregoing statistics should make it clear to all of us that we have the population, they have the money. We have better pictures than we were able to make before, so the job is up to you and us, the exhibitors and distributors, to map an intelligent, but vigorous selling campaign to sell this huge potential audience the best entertainment the world has ever known—the American motion picture."

PCCITO Plan

(Continued from page 1)

ing in Sun Valley last October. It was submitted to all distributors in December and 20th-Fox is the first to agree to a test.

The PCCITO plan provides for three arbitrators, one to be selected by the exhibitor, one by the distributor and the third selected by mutual agreement from a panel not exceeding 10 names, submitted by the American Arbitration Association. There is no appeal from the decision of a majority of the arbitrators.

Attorneys may advise their clients during the hearing but shall have no voice in the proceedings.

Skouras Meets Leaders



Acme Wirephoto

INDUSTRY UNITES FOR SHOWMANSHIP—At the 20th Century-Fox "Showmanship Meeting" at the Drake Hotel in Chicago yesterday, industry leaders (left to right) Samuel Pinanski, A. W. Smith, Jr., Eric Johnston and Trueman Rembusch are greeted by 20th-Fox president Spyros P. Skouras.

20th's 'Showman's Guide'

(Continued from page 1)

clude A. J. Balaban, executive director of the New York Roxy Theatre; Red Kann, vice-president of Quigley Publications; Morton G. Thalheimer, president of Neighborhood Theatres, Richmond; Walter Brooks, director of the Managers' Round Table of *Motion Picture Herald*; Leo Brecher, president of the Metropolitan Motion Picture Theatres Association, and trade writers Chester Bahn, Morton Sunshine and Chester Friedman. Senn Lawler, director of advertising for Fox Midwest Theatres, presents in the manual recommendations for "Movie Appreciation Classes and Better Films Councils."

Warns of Complacency

Outlining 18 individual personal services that are offered Roxy patrons, Balaban writes: "No theatre exhibitor should permit himself the luxury of complacency but should strive for a greater number of personal services of a varied character, designed to provide the best always, not only in entertainment but in comfort and service."

Kann contends in his analysis that "No distributor can succeed in arousing excitement over a product which he fails to get excited about himself. The last approximate three years are dotted with the full evidence necessary to prove the point."

"Where once it was the practice of distributors to impress their product on the consciousness of the exhibitor by sheer impact through the established intra-trade channels available for the purpose," Kann writes, "it is now practice to tread softly. It is the

demonstrable fact that many attractions, representing negative investments in seven figures, continue to be slipped into the market so unobtrusively that one wonders what can be wrong with them." Kann calls upon distributors and exhibitors to "roll back the limitations of their current horizons."

"Know Your Community"

Dealing with "The Importance of Programming," Thalheimer advises: "The key to the situation is to know the community and the people in it; to keep yourself up to date with what is going on with other exhibitors, with producers, and distributors; to use this information and knowledge wisely and to be big enough to correct your own mistakes. There is no substitute for good programming."

Presenting a variety of ideas for luring an audience, Brooks sums up his recommendations thus: "Once you win 'new' patrons by showing them one picture you are certain they will like, they will be back for more—and for all kinds of pictures. While the new patron is at the theatre at the exhibitor's invitation, he should be treated as the important guest he is."

In an appeal for "active, aggressive showmanship," Bahn emphasizes the extent to which showmanship impresses youngsters. "There must be an enthusiasm for these special showings of pictures and programs for children," he writes. "Go after the child guidance groups, the PAL, the PTA, tell them about your theatre and the

(Continued on page 8)

Skouras Urges Showmanship 'Renaissance'

(Continued from page 1)

604,000,000." Pointing out that the "box office has returned to normalcy" following the "abnormal levels" of the war years, Skouras declared in his welcoming address that "normalcy is not sufficient in view of the high costs of dislocation."

In consequence of the ravages of war and the threat of Communism, "all enterprise and all economies have been dislocated with fantastically rising costs," he said, adding that "we are here to do what we can to help readjust our own industry to the changing modern world."

To Show the Way

Skouras told the more than 300 from all branches of the industry who gathered at the Drake Hotel here as the company's guests, that the "Showmanship Meeting" is dedicated to "the sole purpose of helping to inspire the theatre men of America again to show the way to industrial prosperity in general, and motion picture prosperity in particular, by again creating methods and systems of showmanship."

The 20th-Fox president said the company has prepared suggestions and ideas designed to cope with conditions, and urged those present to submit their own proposals. "You are asked to participate as individuals, regardless of your particular affiliations or your geographical locations. Our prime and overwhelming purpose is to help create the habit of movie-going among a vastly larger segment of the American people," he explained.

Skouras reminded the gathering that the methods of showmanship and the techniques which exhibitors of the country used to build up the industry were put aside during the lush war years.

Skouras Reminisces On Theatre History

Chicago, March 8. — In a running account of the rise of American exhibition, Spyros P. Skouras, the last speaker at today's 20th Century-Fox showmanship meeting, traced the development of the de luxe first run, described the difficult days of 1932 and how business had been recaptured by 1935 through applications of diligent and forthright showmanship. The 20th-Fox president explained how production costs had reached their peak level during the war years, but pointedly observed, "Reducing costs of production is just as necessary as reviving showmanship."

He urged his listeners not to believe that people attended theatres "just to be in crowds." They attend "only to see superior entertainment," he stated.

20th-Fox

(Continued from page 6)

enter it," he said. "If no arbitration system is worked out, lawyers will lead the industry to certain doom. Please, find solution," he asked the exhibitors present.

Trueman Rembusch talked on the importance of gearing showmanship policy with a sense of local public relations. In the circuit in which he is associated the local manager is considered the most important element, he said. Each local manager must make his theatre the center of community life. The circuit as a whole, and each theatre must keep faith with the community. Rembusch also stressed the value of special attention to selected pictures.

He challenged those who assert that a star's misconduct enhances the box-office value of his or her pictures. For an award for all-time low in poor advertising taste Rembusch nominated the key-note ad of "Stromboli."

"If the industry does not resolve to maintain its moral fiber, there is little left to prevent the motion picture industry from being classed with those irresponsible industries which are so open to special taxation and government regulation," Rembusch concluded. "We must avoid the fate of the irresponsible industries. We must keep faith with the public."

Urges TV Trailers

Rembusch was followed by Leonard H. Goldenson, president United Paramount Theatres, who urged a coordinated industry equipped to offset unfavorable publicity which he said continues to suggest to the general public that the industry is in serious economic straits. Rather than fearing the impact of television, he put on a strong argument for television trailers which he described as "the greatest device for selling motion pictures the world has ever known."

Thirdly, he criticized the general practice of concentrating on holiday playdates as detrimental in that it tends to suggest non-holiday shows are qualitatively lacking. "We are in a 52-week a year business. Let's never forget it," he urged.

Goldenson also criticized the system of clearing pictures too rapidly on the ground that large segments of the public miss many shows they want to see. Al Lichtman thereafter announced 20th Century-Fox would at once inaugurate an exhaustive study of their current releasing practices in major and medium-sized cities. "If distribution is now faulty, we shall correct it," he promised.

Charles P. Skouras, president of National Theatres, pledged adoption of the showmanship revival program advanced here today and said his circuit will spend \$100,000 in implementing the plan. He was another of the speakers who delved into television, the inroads of which he urged ought not to be overlooked or underestimated. He pointed out that in West Coast situations where TV is not a factor, theatre business is only 12 per cent off this year.

Where TV is competitive, he said,

Review

"Please Believe Me"

(Metro-Goldwyn-Mayer)

A BOUNCING comedy of carefree twists and developments is presented in M-G-M's "Please Believe Me." A genialness of pace and a cast of marquee names that includes Deborah Kerr, Robert Walker, Mark Stevens and Peter Lawford suggest cheering box-office prospects. As a rumpus of mistaken understandings and impish mixups, there is a tendency to stretch humor beyond credulity. But it doesn't really matter since the mood is quite frivolous.

The story and screenplay fashioned by Nathaniel Curtis commences with Miss Kerr, a pretty English girl, en route to America to claim a fabulous ranch in Texas willed to her by an old friend. On board ship she meets and becomes the objective of three men. They are Walker, who is making his sixth crossing and is still trying to meet a rich girl to marry in order to pay back some gambling debts; Lawford, a wealthy playboy with a fine eye for the opposite sex, and Stevens, who is an attorney for Lawford and is trying to shield him from foolish romantic escapades. At various times, and frequently simultaneously, all three campaign for the favor of Miss Kerr with obvious merriment, confusion and conflict resulting. Also on board to lend to the farcical complications are James Whitmore, a man hired by gambler J. Carrol Naish, to look after Walker and see that he makes good on his long overdue debt.

By the time Val Lewton's production reaches its end, Miss Kerr's huge ranch turns out to be a plot of worthless land. But complications iron themselves out and Miss Kerr takes Stevens as her choice. Norman Taurog directed.

Running time, 87 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

theatre business is 40 per cent under last year. His general conclusion was this: "Work with television. Don't stay away from it."

Si H. Fabian, president of Fabian Theatres, indulged in a period of self-criticism which he described as symptomatic of large circuit operations generally when he charged they did not seek "the last dollar." Rather, he said, they depend on favorable theatre situations and product to maintain their business when they could improve their positions by diligent effort. He cited his own circuit's 35th anniversary drive last fall.

"It was a revelation in showmanship. The boys used all the old ideas but used them better. In fact, they were under instructions not to invent anything new. Thus, today, I haven't heard a single new idea offered and I'm glad of it. The old, tried showmanship is good enough if we do something about it," he declared.

Fabian, too, was forthright about television. He said his experience shows that theatre business is off most where television is strongest. Yet he warned that TV's current status is nothing "compared with what it will be. Four-and-one-half million sets were in homes at the end of this year, but 10,000,000 are predicted by the end of this year, he pointed out. In "a short span of years, this will rise to 40,000,000 sets," he predicted.

Sees TV Revenue High

"Last year \$25,000,000 was spent on television advertising. "It is estimated, however, that advertising will equal or exceed the \$500,000,000 now spent annually in radio when those 40,000,000 sets are installed," he declared.

But he offered a formula. If the theatre plant is put in "apple-pie order" and Hollywood steps up quality and thereafter maintains it, Fabian appeared confident the competition from television will be adequately thwarted. He also urged all companies to improve their pre-selling advertising campaigns, to devise at once TV trailers and to avoid simultaneous release of the same type of films.

He viewed as poor planning when

Bidding Is 'Poison' To 'PR': Sullivan

Albany, N. Y., March 8.—Elimination of present competitive bidding is essential to a sound understanding between exhibitors and distributors, Gael Sullivan, executive director of the Theatre Owners of America, said here today.

While competitive bidding continues it is doubtful that any conference or program of public relations would produce maximum results, Sullivan declared.

the same stars show up simultaneously in two or three attractions and urged Skouras to undertake a program of correction in collaboration with other producer-distributors.

Skouras was final speaker of the day. He urged all delegates to exercise the utmost freedom at tomorrow's open forum at which Mitchell Wolfson of Wometco Theatres, Miami, will be moderator.

Large-screen theatre television in Skouras' opinion has a bright future.

Tonight a cocktail party was followed by dinner at the Drake after which the delegates attended en masse a "sneak" preview of "The Big Lift," forthcoming 20th-Fox release about the Berlin air lift. In order to terminate the deliberations by noon on Thursday, the open forum is slated to get underway at 9 A.M. sharply.

Johnston, Skouras

(Continued from page 1)

the National Christian Committee of the United Jewish Appeal, it was announced here yesterday by Rep. Franklin D. Roosevelt, Jr., National chairman of the committee. Johnston and Skouras are among the initial committee of 100, consisting of prominent Christian business and professional leaders, which has been organized to rally Americans of all faiths for the immigration, settlement and rehabilitation programs supported by the UJA.

Discuss Tax Cut to 10%

WASHINGTON, March 8.—Key Democratic members of the House Ways and Means Committee are discussing a plan to cut the admission tax to 10 per cent.

The plan was discussed—though definitely not agreed on—at a closed-door meeting of Committee Democrats today. There was also suggestion—much more tentative and much less likely of success—that the admission tax be removed on lower price tickets and left at 20 per cent or cut to 10 per cent on higher priced tickets.

The suggestion has been made in only the most tentative and informal way it was reported, but apparently is being advanced as a possible way of giving relief to many exhibitors and yet not losing all the government's revenue from the admission tax.

Chances are still against the proposal and in favor of a straight tax cut. Nonetheless, it is significant that this very old idea—embodied in the original 1932 ticket tax—is being revived even in this tentative form.

'Frozen' Funds Tax

(Continued from page 1)

tax returns filed in earlier years to take advantage of this change retroactively.

Until now companies whose foreign operations were not carried on through subsidiaries have been required to pay U. S. income tax on foreign earnings whether these were actually remitted in dollars or frozen abroad. Now, however, if they get government permission to change their accounting methods so as to segregate blocked earnings and taxable income, they will be permitted to defer payment of the tax by merely filing a report on how much is frozen in each foreign country.

Showman's Guide'

(Continued from page 7)

worthwhile entertainment you are offering to their children," he recommends. The editors of the manual supplement this with step by step recommendations for organizing a successful children's film program, and cite the Children's Film Library of the Motion Picture Association of America in this connection.

"Though it is axiomatic in the trade that large theatres can do what small ones can't, the alert little theatre operator can prove it equally true that small theatres can do what large ones can't," Brecher states in an article entitled, "The Intimate and Friendly Theatre." He then outlines his own experience with the Plaza in New York.

Writing on "Local Community Showmanship," Sunshine points out that "The alert theatre owner is invariably one of the town's leading citizens. Personally, he may prefer to remain in the background, but he never takes a back seat in worthy community projects and his theatre is generally in the foreground."

In an article entitled "Idea Mart," the manual's editors present for more effective theatre operations ideas involving nurseries and playrooms, photography clubs, mailing lists and welcoming techniques.

Talk Two Columbia Films for Para. Here

That divorcement is upsetting the pattern was in further evidence here yesterday when it was learned that the New York Paramount, virtually an exclusive showcase for Paramount Pictures down through the years, is talking a deal for one or two Columbia bookings. Universal-International's "Francis" will open a house on March 15.

\$1,000,000 to Build Republic

HOLLYWOOD, March 8.—Announcing the start of a \$1,000,000 construction program to expand studio facilities late this month, Republic president Herbert Yates said today, "This building program is an expression of the continued confidence I have in the future of Republic Pictures. The addition of the John Ford-Meriam C. Cooper Argosy Productions, and more to come, indicates that the future of our company is more promising than at any time in its 13-year history.

"My confidence extends not only to Republic but to the outlook for the entire industry," he added.

First step in the program is the construction of a new editorial building to cost \$100,000.

Horne in London on FC European Deals

David Horne, Film Classics foreign sales manager, is now in London from here for an extended tour of the Continent to set up deals for the company's current and future product.

A distribution arrangement between 20th Century-Fox International and Film Classics has already been set whereby 20th-Fox International will handle 12 FC films in Australia, New Zealand and South Africa.

Video in Theatres

(Continued from page 1)

intimate and informal type of show which fits into the home, is economically feasible and does not exhaust talent and material will be substantially more limited in scope and elaborateness than programs for theatre TV.

O'Brien said in explanation that theatre TV as a supplement to film programs would make possible the New York Paramount's stage show starring Bob Hope being picked up by other theatres throughout the country, and the reproduction of drama, opera and ballet which are found only in large cities and are not so readily available in small towns. He said theatres could assume a broader role in the service of the public without the showing of news events, sports and educational subjects.

O'Brien said broadcast and theatre television will exist side by side, complementing each other, and essentially with the two offering a different kind of entertainment.

RKO RADIO PICTURES, Inc. TRADE SHOWINGS OF THREE PRODUCTIONS

			TARZAN AND THE SLAVE GIRL		THE GOLDEN TWENTIES			DYNAMITE PASS			
ALBANY Fox Scr. Rm. 1052 Broadway			Wed.	3/15	8:00 p.m.	Thurs.	3/16	8:00 p.m.	Thurs.	3/16	9:30 p.m.
ATLANTA RKO Scr. Rm. 195 Luckie St., N. W.			Wed.	3/15	2:30 p.m.	Thurs.	3/16	2:30 p.m.	Thurs.	3/16	10:30 a.m.
BOSTON RKO Scr. Rm. 122-28 Arlington St.			Wed.	3/15	10:30 p.m.	Thurs.	3/16	10:30 a.m.	Thurs.	3/16	2:30 p.m.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.			Wed.	3/15	10:30 a.m.	Thurs.	3/16	2:30 p.m.	Thurs.	3/16	10:30 a.m.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.			Wed.	3/15	2:00 p.m.	Thurs.	3/16	2:00 p.m.	Thurs.	3/16	3:30 p.m.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.			Wed.	3/15	11:00 a.m.	Thurs.	3/16	11:00 a.m.	Thurs.	3/16	2:00 p.m.
CINCINNATI RKO Scr. Rm. 12 East 6th St.			Tues.	3/14	8:00 p.m.	Thurs.	3/16	8:00 p.m.	Thurs.	3/16	9:30 p.m.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.			Wed.	3/15	2:30 p.m.	Thurs.	3/16	2:30 p.m.	Thurs.	3/16	10:30 a.m.
DALLAS Paramount Scr. Rm. 412 S. Harwood St.			Wed.	3/15	2:30 p.m.	Thurs.	3/16	10:30 a.m.	Thurs.	3/16	2:30 p.m.
DENVER Paramount Scr. Rm. 2100 Stout St.			Wed.	3/15	2:00 p.m.	Thurs.	3/16	2:00 p.m.	Thurs.	3/16	3:30 p.m.
DES MOINES Fox Scr. Rm. 1300 High St.			Wed.	3/15	1:00 p.m.	Thurs.	3/16	1:00 p.m.	Thurs.	3/16	10:30 a.m.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.			Wed.	3/15	2:30 p.m.	Thurs.	3/16	10:30 a.m.	Thurs.	3/16	1:00 p.m.
INDIANAPOLIS Fox Scr. Rm. 326 N. Illinois St.			Wed.	3/15	1:00 p.m.	Thurs.	3/16	1:00 p.m.	Thurs.	3/16	2:30 p.m.
KANSAS CITY Paramount Scr. Rm. 1800 Wyandotte St.			Wed.	3/15	2:00 p.m.	Thurs.	3/16	2:00 p.m.	Thurs.	3/16	10:30 a.m.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.			Wed.	3/15	2:30 p.m.	Thurs.	3/16	2:30 p.m.	Thurs.	3/16	10:30 a.m.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.			Wed.	3/15	2:00 p.m.	Thurs.	3/16	2:00 p.m.	Thurs.	3/16	10:30 a.m.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.			Tues.	3/14	10:30 a.m.	Thurs.	3/16	2:00 p.m.	Thurs.	3/16	10:30 a.m.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.			Wed.	3/15	2:30 p.m.	Thurs.	3/16	2:30 p.m.	Thurs.	3/16	10:30 a.m.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.			Wed.	3/15	2:00 p.m.	Thurs.	3/16	2:00 p.m.	Thurs.	3/16	3:30 p.m.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.			Wed.	3/15	10:30 a.m.	Thurs.	3/16	10:30 a.m.	Thurs.	3/16	2:30 p.m.
NEW YORK RKO Scr. Rm. 630 Ninth Ave.			Wed.	3/15	2:30 p.m.	Thurs.	3/16	2:30 p.m.	Thurs.	3/16	11:00 a.m.
OKLAHOMA Fox Scr. Rm. 10 N. Lee St.			Wed.	3/15	10:30 a.m.	Thurs.	3/16	10:30 a.m.	Thurs.	3/16	2:30 p.m.
OMAHA Fox Scr. Rm. 1502 Davenport St.			Wed.	3/15	10:30 a.m.	Thurs.	3/16	2:00 p.m.	Thurs.	3/16	10:30 a.m.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.			Wed.	3/15	2:30 p.m.	Thurs.	3/16	10:30 a.m.	Thurs.	3/16	2:30 p.m.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies			Wed.	3/15	2:00 p.m.	Thurs.	3/16	1:30 p.m.	Thurs.	3/16	3:00 p.m.
PORTLAND Star Scr. Rm. 925 N. W. 19th Ave.			Wed.	3/15	2:00 p.m.	Thurs.	3/16	2:00 p.m.	Thurs.	3/16	10:30 a.m.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.			Wed.	3/15	11:30 a.m.	Thurs.	3/16	2:30 p.m.	Thurs.	3/16	11:30 a.m.
SALT LAKE CITY Fox Scr. Rm. 216 East 1st St. South			Wed.	3/15	1:30 p.m.	Thurs.	3/16	2:30 p.m.	Thurs.	3/16	1:30 p.m.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.			Wed.	3/15	2:00 p.m.	Thurs.	3/16	2:00 p.m.	Thurs.	3/16	10:30 a.m.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.			Wed.	3/15	2:30 p.m.	Thurs.	3/16	2:30 p.m.	Thurs.	3/16	10:30 a.m.
SIOUX FALLS Hollywood Thea. 212 N. Philips Ave.			Wed.	3/15	10:00 a.m.	Thurs.	3/16	10:30 a.m.	Thurs.	3/16	9:30 a.m.
WASHINGTON Fox Scr. Rm. 932 New Jersey Ave.			Wed.	3/15	10:30 a.m.	Thurs.	3/16	10:30 a.m.	Thurs.	3/16	2:30 p.m.

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MOTION PICTURE ALMANAC, statistical annual, of more than a thousand pages, covering all branches, and containing biographical information of persons in the art and industry around the world.

Reviews

"Tarnished"

(Republic)

DOROTHY PATRICK is a blonde young actress with a winning personality who seems to have every bit of what it takes to effect a rapid ascent on the ladder of Hollywood success. Her performance in this picture, a modestly constituted offering that takes a melodramatic view of small town narrow-mindedness, demonstrates a nice command of histrionic range and a capacity for making a role believable from start to finish. This reviewer's guess is that sooner or later Miss Patrick will receive mention in *Motion Picture Herald's* "Stars of Tomorrow" poll.

"Tarnished" is the story of a young man's attempts to win the respect of the citizens of a small Maine community following a long absence which they think was spent in jail. He was something of a "problem" youngster when he left his home town and his return is looked upon as a foreboding of trouble for the decent folks. Miss Patrick, certain that he is a young man of honesty and ideals, rallies to his defense. It turns out that he was in the Marines fighting the Japs instead of in prison. Notwithstanding this, the townspeople continue antagonistic, and a couple of spoiled young fellows go to all sorts of extremes to get him branded as a thief. Meanwhile, the outcast and Miss Patrick fall in love. Eventually he is completely exonerated in consequence of her devotion and his own inherent sense of decency.

Arthur Franz is appealing as the injured young man. Other roles are filled satisfactorily by Barbra Fuller, James Lydon, Harry Shannon, Don Beddoe, Byron Barr and others. However, it is Miss Patrick who can take credit for making the picture seem less routine than it actually is. John K. Butler wrote the screenplay, from a novel by Eleanor R. Mayo. Sidney Picker was associate producer and Harry Keller directed.

Running time, 60 minutes. General audience classification. Release date, Feb. 28.

CHARLES L. FRANKE

"The Great Plane Robbery"

(Belsam Productions-United Artists)

INNOCUOUS and uneven, this aimless budget production by Sam Baerwitz is evidently designed chiefly for rural areas and small fry to whom the unsophisticated plot, ranging from slapstick comedy to heavy drama, might be entertaining.

Based on a story by Russell Rouse and Clarence Greene, the screenplay by Richard G. Hubler and Baerwitz has the story take place chiefly in a passenger plane en route from New York to Los Angeles.

Diamond merchant Marcel Journet has two thugs stage a fake hold-up to collect the insurance money on jewels he is carrying. Another passenger (Margaret Hamilton) notices that the jewel case is empty as he hands it over to the hold-up men and so informs the pilot (Tom Conway). Journet has supplied faulty parachutes to his men and they fall to their death in making their getaway. He also murders an insurance agent before being confronted by Conway, who subdues him in a fight in the pilot's quarters. Directed by Edward L. Cahn, the cast also includes Steve Brodie, Lynne Roberts and David Bruce.

Running time, 61 minutes. General audience classification. Release date, March 10.

Para., Interstate Split

(Continued from page 1)

ship" conference, will leave that city for Dallas tomorrow, it is believed.

Paramount-Interstate talks on breaking up were instituted last year but were suspended until this time.

Following the Dallas meetings, it is understood that Goldenson intends to get underway with negotiations on a split with Tri-States Theatre Corp. and Central States Theatres, Des Moines, involved in the operation of approximately 90 houses in Iowa, Nebraska and Illinois. A. H. Blank is president of the two affiliated circuits.

Under terms of the Paramount consent decree in the industry anti-trust suit, the company is called upon to break up one-third of its partnerships each year for three years, the first year having ended on March 3. Partnerships dissolved so far include those with E. V. Richards, Jr., Comerford-Public, Wilby-Kincy, Hunter Perry and others.

Two MPSC Bookings

Motion Picture Sales Corp.'s "Pagliacci" has been booked by the Little Carnegie here and the company's "Man About the Opera" will go into the Cine Met, both New York theatres, under deals set by Jack Ellis, MPSC's sales representative here.

Stars Visit Public

(Continued from page 1)

contended that an estimated 400,000 who will have seen Bob Hope at the Paramount Theatre here in all likelihood will want to see the next Hope picture. Additionally, that same capacity audience is being told about the theatre's forthcoming attractions.

Stars can "sell" the industry similarly as they sold other causes, Weisman continued. He recalled that a caravan of performers appearing in public places during a war-time campaign raised a fund of \$4,500,000 for Navy Relief, demonstrating their effectiveness when in direct contact with the public.

Fox Off 'U's' Board

(Continued from page 1)

tion's stock and corralled other proxies, was elected to the board in place of Fox under the cumulative voting system. Fox was a management nominee.

Others elected were: Nate J. Blumberg, Robert S. Benjamin, Paul G. Brown, Preston Davies, Albert A. Garthwaite, William J. German, Leon Goldberg, R. W. Lea, Franklin Nevius, John J. O'Connor, J. Arthur Rank, Budd Rogers and G. I. Woodham-Smith.

The board will meet here on March 16 to elect officers.

"Stand back, boys, here they come again!"



When they do the Town ... it's done for!

"MA and PA KETTLE GO TO TOWN"

Their **NEWEST**,
most Hilarious
Adventure!



Starring

Marjorie **MAIN** Percy **KILBRIDE**

with **RICHARD LONG • MEG RANDALL**

Story and Screenplay by **MARTIN RAGAWAY — LEONARD STERN**
Directed by **CHARLES LAMONT** • Produced by **LEONARD GOLDSTEIN**

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VOL. 67. NO. 47

NEW YORK, U. S. A., FRIDAY, MARCH 10, 1950

TEN CENTS

See Precedent Authorizing Upped Rentals

High Terms Not a Form Of Price Fixing: Igoe

The Chicago Federal Court's authorization for increased rental terms for Paramount's "Samson and Delilah" was said by distribution attorneys here yesterday to answer exhibitor complaints that such advanced rentals "force" higher admission prices and therefore constitute an illegal practice.

Film company lawyers said they now have a precedent establishing the legality of upped rentals generally and, unless the Chicago tribunal's opinion is later reversed, there can be no basis for theatremen's protests.

Federal Judge Michael Igoe ruled on the point on Wednesday when he granted permission for an unlimited first-run of "Samson" in Chicago.

(Continued on page 5)

Strike Looms At WB Here

A "white collarite" strike that could affect Warner home office operations and possibly halt screenings at the Warner Strand Theatre on Broadway was foreseen yesterday as IATSE international president Richard F. Walsh and his headquarters aides

(Continued on page 5)

NCA Disturbed On Forced Percentage, Competitive Bids

MINNEAPOLIS, March 9.—Forced percentage, competitive bidding and other film buying problems will share the main discussions with television at the annual spring convention and election of officers of North Central Allied, to be held in Minneapolis on April 4-5, it was disclosed here by Stan Kane, NCA executive counsel. In making the disclosure he promised some "very heavy fireworks" in the association's attack on company sales policies "and gimmicks practiced" by local sales heads.

The dangers of forced percentages, Kane declared this week, "is pointed up by the action of Metro" in making "Battleground" a "must percentage picture in all situations regardless of size." (NCA calls this action a breach of faith but the film company declares it is "in line with an understanding" with national Allied's committee on percentages which allows for an occa-

(Continued on page 5)

Kodak Sells du Pont Safety Base Film

ROCHESTER, N. Y., March 9.—To help the motion picture industry obtain an adequate supply of safety film, Eastman Kodak will sell some of its new safety film base to du Pont, the company announced today.

Edward P. Curtis, vice-president of Kodak, which announced its 35mm. safety film in 1948, said in a state-

(Continued on page 2)

20th NATIONALIZES SHOWMANSHIP PLAN

Salute Skouras for Showmanship Meet

Chicago, March 9.—Spyros P. Skouras, 20th Century-Fox president, was presented with a testimonial signed by the full roster of exhibitors attending the "Showmanship Meeting" at the close of the deliberations today. It attested to his forward thinking, his capabilities as a showman and his enterprise in making the Showmanship conference possible.

C. Elmer Nolte of Durkee Enterprises, Baltimore, made the presentation on behalf of the assembled theatremen. In a gracious gesture, Skouras asked that the testimonial include his associates.

RKO vs. Reade Set For Trial on May 2

TRENTON, March 9.—Trial date in the action by RKO against Walter Reade seeking dissolution of their partnership circuit operation was set for May 2 in New Jersey State Court today. RKO had asked the early date over protests by Reade attorneys.

Reade and RKO share in the operation of Trenton-New Brunswick The-

(Continued on page 5)

All Exchange Areas to Be Next; 24 Showmen Address Chicago Forum

By RED KANN

(Picture on page 4)

CHICAGO, March 9.—Twentieth Century-Fox will convey its program for a return-to-showmanship to the entire United States by extending the highly successful "Showmanship Meeting" which closed here today to every exchange area.

On March 21 or 23, at the discretion of each branch manager who will preside, similar meetings are to be held in every exchange city. In the pattern of the national seminar, exhibition at all levels is to be invited and, if Spyros P. Skouras, 20th Century-Fox president is accepted at his invitational word, theatre managers as well as their employers will attend.

These parleys will be geared to the

(Continued on page 4)

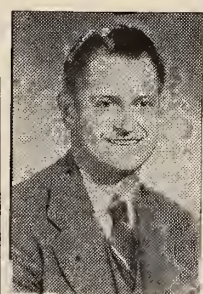
Allied Talks Percentages

CHICAGO, March 9.—Allied States leaders held their own private meeting here today to line up a program of interviews with sales managers in New York on flat-versus-percentage sales. A dozen or more Allied leaders from the field attended the 20th

(Continued on page 5)

Shaffer (Again), Scholl, Richards Win QP Awards

Willis Shaffer, city manager of Fox Theatres, Hutchinson, Kansas, and



Willis Shaffer

Henry Scholl, manager of the RKO Capitol, at Trenton, are the winners of the two equal Grand Awards in the 16th annual Quigley Showmanship competition conducted by Motion Picture Herald's Managers' Round Table.

Winner of the Overseas Award is Robert Richards of the Majestic Theatre, Mel-

bourne, Australia.

The winners were selected by 37 exhibitors, distribution, advertising and publicity executives who gathered at a luncheon-meeting at the Waldorf Astoria Hotel here on Monday for the judging.

Shaffer's Grand Award covers situations where the manager has the assistance of circuit or home office staffs and the other is for those

(Continued on page 2)



Henry Scholl

Chicago Meet Hears About Award Winner

Chicago, March 9.—Designation of Willis Shaffer as winner of the Quigley Grand Award for showmanship reached the closing phases of the "Showmanship Meeting" at the Drake Hotel in a wire to Spyros P. Skouras from Senn Lawler of Fox Midwest Theatres. The news was greeted with applause from the approximately 300 theatremen present. Elmer C. Rhoden, Fox Midwest chief, acknowledged the award with a bow.

RKO Executive Committee Named

Hollywood, March 9.—Ned E. Depinet, president of Radio-Keith-Orpheum, discloses that at the conclusion of a series of meetings of the board of directors here yesterday, an executive committee was appointed consisting of himself, Noah Dietrich and Howard Hughes.

Dietrich is executive vice-president of the Hughes Tool Co., and has for many years been associated with Hughes in his various business enterprises.

Personal Mention

ALFRED HITCHCOCK, and his wife, ALMA REVILLE, are due in Hollywood tomorrow from New York and London.

WILLIAM B. ZOELLNER, head of M-G-M's reprint and short subject sales, will arrive in Atlanta today from Charlotte, and on Monday will leave Atlanta for New Orleans.

L. E. (PETE) CLARK, director of engineering for Technicolor in Hollywood, and MRS. CLARK, will leave here tomorrow for England on the SS *Queen Elizabeth*.

IRVING M. SOCHIN, sales head of Universal-International's Prestige Pictures, left here yesterday for Cleveland.

GEORGE SIDNEY, M-G-M director, and MRS. SIDNEY, have arrived here from Beverly Hills.

Appeal to Industry To Aid Charities

To continue the work of caring for neglected, homeless, handicapped and sick children, as well as various other welfare and health activities, the motion picture division of the Cardinal's Special Gifts Committee of the Laity is now soliciting contributions in the industry in New York.

John J. O'Connor of Universal Pictures, is chairman of this division of Catholic Charities. Bert Sanford, ABC Vending Corp., is vice-chairman; Frank C. Walker is treasurer, and George J. Schaefer is assistant treasurer.

'U-I's' Lipton to Map Campaigns for Six

David A. Lipton, Universal-International director of advertising-publicity, will arrive in New York from California Monday for conferences with home office executives on promotion plans of new U-I pictures.

Lipton will set plans on "Ma and Pa Kettle Go to Town," "Comanche Territory," "One Way Street," "I Was a Shoplifter," "The Sleeping City," and "Deported."

Vets Select 'Home'

An "Award of Achievement" was conferred on producer Stanley Kramer here yesterday by the Jewish War Veterans of New York State, which selected Kramer's "Home of the Brave" as the "outstanding motion picture of 1949." A plaque commemorating the award was presented to Kramer by Arthur J. Aronson, state commander, on behalf of the JWV.

Samuel Greenman, 80

BUFFALO, March 9.—Samuel Greenman, 80, died here March 6. He was the father of Harry Greenman, managing director of the Capitol Theatre in New York. Other survivors include five sons and three daughters.

Freer Use of U. K. Sterling Desirable Aim: James Mulvey

Liberalization of the permitted uses for frozen sterling in England outside of film production by U. S. companies would be welcomed by American producers, James Mulvey, president of Samuel Goldwyn Productions, said here.

Mulvey said such an attitude probably could be expected from the Americans during the renegotiation of the Anglo-American film agreement which is due to take place in London soon. And he traced this to the steady pressure exerted by studio labor on the two main negotiators—Eric Johnston, president of the Motion Picture Association of America, and Ellis Arnall, president of the Society of Independent Motion Picture Producers.

Mulvey pointed out further that production in Britain was by no means as simple as it sounds and commented on the fact that, only two years ago, when he was negotiating the original film agreement with Harold Wilson, president of the British Board of Trade, British officials were going out of their way to keep U. S. production in England to a minimum.

33 Productions in Work on the Coast

HOLLYWOOD, March 9.—The production tally has gained two, for a total of 33, six pictures having been started and four completed.

Started were: "King Solomon's Mines" and "Kim," Metro-Goldwyn-Mayer (these two pictures started shooting indoor scenes at the studio following foreign location jaunts); "Joe Palooka in Humphrey Takes a Chance," Monogram; "Story of a Divorce" and "The Wall Outside," RK ORadio; "Saddle Tramp," Universal-International. Completed were: "Timber Fury," Eagle-Lion; "Phantom of the Sea," Independent; "Crisis," Metro-Goldwyn-Mayer; "Bunco Squad," RKO Radio.

Study Press Relations

HOLLYWOOD, March 9.—Studio publicity directors committee of the Association of Motion Picture Producers has appointed Ralph Jordan, Sam Israel, Andy Hervey and Speed Kendall as a subcommittee to survey operations of all studio publicity departments and to make recommendations for expanding and improving their service to the press.

QP Award Winners

(Continued from page 1)

where the manager is entirely on his own.

Shaffer is a repeater, he and Alice Gorham having won Grand Awards last year. He recently was promoted to Fox city manager but his campaign was executed while he was manager of the Fox Atchison Theatres, Atchison, Kansas.

Army Citation to Anthony Muto

Washington, March 9.—Anthony Muto, Washington head of 20th Century-Fox Movie-tone News, will receive an Army certificate of merit tomorrow at the Pentagon for his handling of newsreel assignments during and after the war and for his work on feature pictures with a military theme.

'King's Men' Wins 6 Foreign Unit Awards

Columbia's "All the King's Men" last night was awarded top place as the best motion picture of 1949 by the Foreign Language Press Film Critics' Circle. The award was made during a broadcast over station WNYC. The film took six of the nine awards, according to Sigmund Gottlober, executive director of the Circle. In addition to being voted the best picture of the year and the best American-made film, it won awards for the best acting by a male player, Broderick Crawford, and for the best screen play, best direction and best production. The latter three awards went to Robert Rossen.

Olivia De Havilland was voted the best actress for her performance in Paramount's "The Heiress."

In the foreign division the Italian-made "Bicycle Thief" won top honors. "The Fallen Idol," presented by David O. Selznick, was adjudged the best British-made picture.

Chief speaker on the broadcast was Benjamin Cohen, assistant Secretary General of the United Nations.

National Screen Here Abolishes Art Unit

National Screen Service has eliminated the seven-man art department at its home office, headed by Vincent Trotta who has been an art director in the motion picture industry for some 35 years, having done the advertising art work on "The Squaw Man," the first release of Paramount's predecessor companies. He has been with National for 10 years.

Trotta will announce a new association following vacation.

Safety Base Film

(Continued from page 1)

ment: "The motion picture industry has welcomed this new base. It means greater safety for all who take, store, or exhibit professional motion pictures and, of course, for the theatre-going public. To make sure the professional motion picture industry will have an adequate supply of the safety film, we are selling to du Pont some of our safety base temporarily (until du Pont has developed its own type of safety film) because we believe the sale will benefit the public interest by helping to speed up the long hoped-for conversion of theatre motion pictures to universal use of safety film."

E-L to Make 12 in Jamaica

Robert B. Cumming, president of Kingswood Films, Inc., New York, has announced from Kingston, Jamaica, B.W.I., that an agreement had been reached for his company to make 12 pictures for distribution by Eagle-Lion, all 12 to be produced in Jamaica.

Eagle-Lion officials here said yesterday that an oral agreement for the distribution of the Kingswood films had been reached, but a contract has yet to be signed.

Cumming revealed that production on the first film would begin in Jamaica about April 1. He added that the agreement was the first of several being negotiated with U. S. distributors on behalf of Hollywood producers utilizing Kingswood facilities.

Two Para. Stars on Publicity Tour Here

Two stars will be utilized in New York to gather publicity for several forthcoming Paramount pictures, Max E. Youngstein, director of national advertising and publicity, has announced. Starting Monday, Macdonald Carey, who stars in "The Lawless" and "Copper Canyon," and Coleen Gray, Bing Crosby's lead in "Riding High," will begin a two-week series of radio and television appearances.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Marlene Michael Richard
WYMAN DIETRICH WILDING TODD
In Alfred Hitchcock's
"STAGE FRIGHT"
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Costs B. DeMille's masterpieces
Samson and Delilah
Color by TECHNICOLOR
BETTY LAMARR - VICTOR MATURE - GEORGE SANDERS
ANGELA LANSDOWN - HENRY WILCOX
See the destruction of the Temple on the MAGIC CYCLOPAMIC SCREEN!
RIVOLI
8 WAY AT 49th St

"THREE CAME HOME"
starring
CLAUDETTE COLBERT
ASTOR Broadway & 45th
Late Shows Nightly
Continuous Performances
A 20th Century-Fox Picture

"MOTHER DID'NT TELL ME"
Starring
Dorothy William June
McGUIRE - LUNDIGAN - HAVOC
Gary MERRILL
A Twentieth Century-Fox Picture
On Stage—BEATRICE KAY
BUCK & BUBBLES — THE DUNHILLS
ROXY 7th Ave. & 50th St.

"Should I
let him
go back to
his wife?"

...*WOULD YOU?*

GINGER
ROGERS

DENNIS
MORGAN

THE LOVERS OF 'KITTY FOYLE' IN ANOTHER HIT AS GREAT!

"Perfect Strangers"

The
moment
they met
they knew they
shouldn't have!



WITH
THELMA RITTER

SCREEN PLAY BY EDITH SOMMER
ADAPTATION BY GEORGE OPPENHEIMER

PRODUCED BY

JERRY WALD

DIRECTED BY

BRETAGNE WINDUST

FROM WARNER BROS.
A BIG BOLD AND
BEAUTIFUL
PICTURE

20th-Fox Sets Up National Plan

All Exchanges To Hold Meets

(Continued from page 1)

territorial level. Topline 20th Century-Fox personnel will not participate.

The meetings at the Drake Hotel closed at one o'clock today after a crowded morning session during which almost two dozen exhibitors joined in an open forum presided over by Mitchell Wolfson of Wometco Theatres of Miami as moderator.

In an opening talk, Wolfson urged on the delegates the necessity for maintaining their physical theatre plants up to grade and advised full attention should be directed to television as an advertising medium for motion pictures.



Mitchell Wolfson

Flood of Suggestions

A flood of suggestions geared to the central theme, which was showmanship, was let loose for the consideration of the almost 300 showmen in attendance and for application to their own situations as their discretion dictated.

As the forum got under way, 20th Century-Fox executives withdrew from the rostrum. It was their way of making it clear that the conference was now in the hands of their exhibitor guests.

Speaker after speaker commended the company for its alertness in calling and arranging these meetings. Speaker after speaker, too, pledged their theatres to the fundamentals of the campaign proposed by the company in its manual which was discussed in detail at the opening session on Tuesday.

Gaston L. Dureau of Paramount-Richards Theatres, New Orleans, raised a question about 20th Century-Fox's "dollar for dollar" institutional advertising campaign under which the distributor agrees to meet half of the space buy in newspapers if the exhibitor will list his forthcoming 20th Century-Fox attractions. Dureau's uncertainty about the plan, he said, was predicated over the doubt as to whether or not he will play 20th-Fox attractions. His point remained unanswered.

W-K to Appraise Policies

The Wilby-Kinney circuit in Georgia and Carolinas has embarked on an inventory of its operating policies and physical establishments as part of its re-appraisal of current conditions and already has determined its advertising approach required re-vitalizing, Emil Bernsteker, representing the circuit, declared.

The new approach, he explained, is on the "ringing the doorbell" level. But a refresher course for old members of the circuit and a full course for newer staff members also are part

of the plan. As an interesting sidelight, Bernsteker stated his circuit has acquired the necessary equipment to produce its own advertising matter for sampling and study.

Wolfson interrupted calls from the floor to read a wire from Secretary of the Treasury John Snyder in which he ventured the opinion the industry will deliver its best in the impending savings bond drive under the chairmanship of Sam Pinanski of Boston.

Subsequently, Max A. Cohen, Cinema Circuit of New York, proposed a reply to Snyder from Skouras in which the assurance that the Secretary sought was confirmed and his cooperation requested in the industry's drive for elimination of the 20 per cent admission tax. This was enthusiastically voted.

Reports on NT Meet

In a boil-down of decisions reached at the recent National Theatres convention in Los Angeles, Fred Souttar, Fox Midwest Theatres division manager, headquartered in Wichita, offered these as valuable suggestions:

Test early audience reactions to advertising campaigns on the possibility of a need for changes; previews for local opinion groups prior to actual play dates; sharpen the slant in advertising to appeal further to juveniles; use more direct selling; take a "positive" approach in the advertising of all attractions. He divulged Darryl F. Zanuck, vice-president in charge of 20th Century-Fox production, approached with favor the idea of a star caravan as a "living trailer" of future releases and said he approved more personal appearances of stars around the country.

David Idzal, managing director of the Fox, Detroit, threw away his prepared notes and attacked those within the industry who deprecate motion pictures. "What do you expect the public will do when we do it ourselves?" he demanded.

Asks 'Circus' Showmanship

Following him came Louis W. Schine of the Schine Circuit, Gloversville, N. Y. He made a demand for a return to "circus-like" showmanship, stated exhibitors should not wait for distributor help on selling but ought to do it themselves. He said he was so impressed with the deliberations of the last day and a half that he was passing up Miami to return to Gloversville "and work."

Schine introduced Seymour Morris, his advertising director, who was sharp in his criticism of Hollywood press agency which he described as "notoriously bad." He took the position that the good accomplished here, or suggested here, would be ineffectual unless the Coast situation was cleaned up and suggested that a meeting similar to this, but confined to Hollywood press agents, be convened by Eric Johnston and the MPA.

Like many other theatremen, he voiced strong commendation of TV trailers and saw value in televising edited versions of the various subjects in the industry's public relations shorts. Perhaps his chief recommendation was for meetings such as this to be held at regular intervals with

James Asks Return To 'Season' Drive

Chicago, March 9.—During the open forum period at today's session of the 20th-Fox "Showmanship Meeting" here, Tommy James, Comet Theatre, St. Louis, proposed a return to the "Greater Movie Season" plan but would extend it to four a year, or one for each season.

He urged more films touching upon family life and others dealing with juvenile delinquency.

all companies participating under COMPO's general auspices.

In a letter read by Wolfson, Lauritz Garman, who is president of MPTO of Maryland, took a very dismal view of current conditions which he likened to a "deep depression" and suggested a "Pot o' Gold" campaign on a national as well as local levels as a business panacea. No action was taken.

Favors Arbitration

"It takes a crisis to bring you together," said Harry Brandt, president of the ITO of New York, and the next speaker. He struck out for industry arbitration "with a proper bill of rights written in" as a method of ending lawsuits and intra-industry squabbles. One of today's difficulties, he said, rests in the situation which finds exhibitors spending so much of their time buying product that they have no time left to sell it.

He added there was no legal prohibition against the sale by distributors of blocks of film and suggested Skouras might well consider selling in one group the 14 releases which 20th Century-Fox has just announced. Brandt also stated he had found no depression with top-ranking attractions, but charged all distributors were selling their big shows to the exclusion of all others.

For One Organization

He also struck out for one national exhibitor association, remarking "two agile minds" like Pinanski, president of TOA, and Trueman Rembusch, president of Allied, ought to be able to get together and urged that COMPO have available to it whatever money it needs to operate successfully. "We are carrying at a cost of millions, stars that are dead and ought to be dropped," he concluded on a note that seemed to arouse general approval. Generous applause from the floor, at least, suggested such approval.

M. A. Lichtman, Jr. Malco Theatres, Memphis, made one point: more word-of-mouth selling. Harry Vinnicoff, Southern California Amusement Co., Los Angeles, saw all the answers in unflagging courtesy to the public and for friendly round tables at which exhibitors and distributors might exchange their views.

M. M. Meshler, Hamrick-Evergreen Theatres, Portland, Ore., discussed what he felt was the great danger in local and state taxation and pointed out elimination of the Federal

24 Showmen Address Forum

admission tax might enhance this danger if the situation was not carefully watched.

Because the Paramount-Blank Circuit in Iowa and Nebraska last year felt its public had lost faith in the chain's advertising, Myron Blank detailed how he had launched a public information campaign and tied in various groups of opinion makers in his situations. He made an interesting exposition of merchandising penetration at the community level and offered his experience as a demonstration of what might be pursued by other showmen in their areas.

Interstate to Meet in April

Robert J. O'Donnell of Interstate Circuit, Dallas, was one of the many prominent circuit operators who announced unqualified endorsement of the showmanship formulas presented here by 20th Century-Fox. "This meeting has brought me up sharply. We had been getting a bit smug in Texas. I'd like to see a statewide meeting like this in Texas, but whether or not, I can tell you we'll have our own at Interstate not later than April 10," he stated.

As a commentary on the refusal of Interstate to play "Stromboli," O'Donnell said he had no choice. He said the Attorney General of the state of Texas had insisted upon it, indicating he might find a lot of things wrong with motion pictures generally in Texas if Interstate insisted upon playing the picture.

Fred Schwartz, Century Theatres, New York, broached the idea of a single national exhibitor organization with trade practices shorn from its policies. He thought, too, more favorable publicity on product in work would be helpful and, unlike other expressed opinion developing here, favored the earliest possible payoff of product. In a discussion of Phonevision—television into the homes via telephone line—Schwartz said this contemplated system and the motion picture theatre could not exist

(Continued to page 5)

Public Re-education Is Vital: Brotman

Chicago, March 9.—Speaking at today's forum session of 20th-Fox's "Showmanship Meeting" here, Oscar Brotman, Avaloe Theatre, Chicago, took the position that the vital need was a program of re-educating the public to the value of films as entertainment and urged sustained advertising campaigns in national magazines, over radio and over television on behalf of motion pictures as an institution.

"Flour millers, meat packers and tea companies do it. Why don't we?" he asked.

20th-Fox

(Continued from page 4)

together. He urged producers, consequently, to be aware of what course they take in the matter of supplying Phonovision with product.

In the presence of Abram F. Myers in Washington, where he is active on the admission tax repeal campaign, Gael Sullivan, executive director of TOA, made a brief resume of the situation as it presently stands. The danger period, he warned, is from now to June when the House Ways and Means Committee expects to emerge with a tax bill. Interesting was his breakdown of the admission tax. He placed the total at \$450,000,000 annually and declared \$300,000,000 is paid by motion picture theatres.

Theatres Need 'Young Blood'

Walter Reade, Jr., of the Eastern circuit of that name, suggested there was a need of young blood in theatre operation. He asked the producers to extend personal appearances to towns of 10,000 and under in population. On the assumption that television in color will be commercially available in from three to seven years, Reade said now is the time to urge the production of more and more motion pictures in color as a preparatory step looking toward this eventuality in TV.

Oscar Doob, Loew's Theatres executive, commended Skouras and his associates for their progressive thinking and said his circuit already had swung into line by using the "Movies Are Better Than Ever" slogan in New York newspaper copy starting today.

In the concluding stretches, Skouras again exhorted the assembled showmen to regard television as representing "the supreme test" and repeated his conviction the answer resides in the development of large-screen theatre television. But no matter what the situation may eventually be, he said he was certain the basis of TV programming will be films.

\$9,000 Back Pay Won by 'Collarites'

New contracts embodying an estimated \$9,000 in retroactive pay and establishing individual raises as high as \$9 per week have been closed for the "white collar" employees of Paramount International and News of the Day home offices.

The pacts were closed with IATSE Motion Picture Home Office Employees Local No. H-63 here. Russell Moss, H-63 executive vice-president, reported yesterday that both pacts are retroactive to this time last year and are of two years duration. Paramount's will expire in March, 1951, and News of the Day in January of next year.

RKO vs. Reade

(Continued from page 1)

atres, operating 13 in those two cities. Negotiations for a settlement have been on and off for more than a year, but without success. At one time, RKO offered to buy out Reade for \$1,500,000 or sell out to him at the same amount, based on the company's estimate of market values. Reade answered that he would be willing to buy the RKO stock but at its book value.

Reviews

"Under My Skin"

(20th Century-Fox)

A VIRILE horseracing drama based on a story by Ernest Hemingway serves as the latest vehicle for John Garfield's acting talents. French actress Micheline Puelle, known here for her performance in the French film "Devil in the Flesh" provides Garfield with feminine support, while others in the cast include Luther Adler and Orley Lindgren. Actually the story is a pretty familiar one in outline but strong acting and some wonderful location scenes shot in Italy and France give the picture an uncommon appeal.

As the story opens, Garfield is a veteran steeplechase jockey living in Italy with his hero-worshipping son, Lindgren. It appears that Garfield has an odious background of race fixing behind him and as a result cannot find employment in the United States. Before long, Garfield is on the run from Italy too, as he incurs the wrath of Adler, a racetrack racketeer, through some double cross. After some fisticuffs with Adler's henchmen, Garfield finds himself in Paris. Here he meets and falls in love with Miss Puelle, a singer.

The Casey Robinson screenplay has Garfield do some final wrestling with his conscience and then deciding to pursue the straight-and-narrow path. When he is all set to ride a crucial race honestly, the ugly past rears its head in the form of Adler. Orders to Garfield are to throw the race or else. He refuses to cooperate with the underworld, wins the race, but is killed at the finish through an accident. Garfield's performance has a rugged fascination, while Miss Puelle is always attractive, whether emoting or vocalizing. The action moves fluidly under Jean Negulesco's direction. Robinson also produced.

Running time, 86 minutes. General audience classification. March release.

MANDEL HERBSTMAN

"Shadow on the Wall"

(Metro-Goldwyn-Mayer)

THE damaging psychic effect which the experience of seeing a stepmother killed has on a child forms the major theme of "Shadow on the Wall." Against the background of the child's disturbance there unfolds a melodrama of marital infidelity and an ironic twist of fate. The picture rises to some moments of intense excitement, but generally it proceeds along routine and predictable lines.

Ann Sothern plays the villainess with a vengeance and a weakness. A sister to Kristine Miller, who is the faithless wife of Zachary Scott, the two ladies seem to have a long history of disagreement and bickering. One day Scott has an argument with his wife about "another man." As Scott approaches her menacingly, she knocks him into unconsciousness with a blow on the head with a blunt instrument. At this point sister Sothern enters the scene, has a stormy exchange with Miss Miller, and shoots her during the argument.

Suspicion falls on Zachary and he is sentenced to death for the crime. In the meantime, the child, Gigi Perreau, who had witnessed the murder, is seized with a mental blackout as a result. It takes the efforts of a woman psychiatrist, who works through the medium of a doll house, to finally restore the child's memory. Shortly thereafter the real criminal reveals her guilt and Scott is freed. Robert Sisk produced and Patrick Jackson directed. The screenplay, by William Ludwig, was based on a story by Hannah Lees and Lawrence P. Bachmann.

Running time, 84 minutes. General audience classification. For May release. M.H.

WB Strike Looms

(Continued from page 1)

studied a petition for a strike vote among the company's 525 clerks, stenographers and bookkeepers.

Walsh, it is understood, is in sympathy with a strike vote at the home office, and may authorize the action next week. On Monday the executive board of "IA" Motion Picture Home Office Employees Local No. H-63 will meet to "make preparations for possible balloting," according to Russell Moss, executive vice-president of the local.

Conciliation talks revolving around disagreement over wage rates for a new contract broke down last week. Representatives of the "IA" and the company held three meetings with Federal Mediator L. A. Stone following a collapse of negotiations. While the company was understood to be willing to include pay raises for the 525 in a new contract, the amount it would add to present pay checks is said to fall short of the union's demands.

It is regarded as certain that the "IA" projectionists at the Strand would refrain from crossing picket lines which, Moss indicated, would be installed at that theatre if the home office strike is called. Moss said that the local is prepared financially to sustain a strike of indefinite length.

NCA Is Disturbed

(Continued from page 1)

sional outstanding picture to go out to small grossing situations on a percentage basis.)

Kane said the "fireworks" would include an all-out attack on forced selling. "We are very perturbed over this illegal practice," the NCA executive counsel said, adding "we are gathering enough evidence of this violation of the law to make the offending distributors squirm when it is presented to the convention."

While NCA still holds to its old position that competitive bidding is "morally and legally wrong," the unit's attack on the trade practice at the forthcoming convention will have the added twist that the court intended such bidding had reference only to such situations where an affiliated and independent bid for the same run, and was not intended to apply where two independents in the same competitive area sought the same product and the same run.

Kane said also that the opposition against employment of local checkers has again reached a new high point due to increased percentage playing in the smaller situations. He asserted the local checker problem "will be right on top of the list for a showdown" at the forthcoming NCA convention.

Admission Tax Major Point In D. C. Talks

WASHINGTON, March 9.—House Ways and Means Committee Democrats, who met again today in a long executive session on excise taxes, report that there is more talk about cutting the admission tax than any other single excise.

"If everybody who talked about the tax today votes for a cut, it's in the bag," one committee member declared. "That deluge of mail is sure paying off."

The Democrats will meet again tomorrow in an attempt to reach an informal agreement on how far they can cut excises. Executive sessions of the full committee start Monday.

As at the executive meeting Wednesday, there was considerable talk at today's session about removing the tax on all admissions below a set price, and leaving the tax at 20 per cent or cutting it to 10 per cent on higher priced admissions.

Upped Rentals

(Continued from page 1)

Earlier, Jackson Park attorney Thomas McConnell, in objecting to the long run, had charged that Paramount in effect was undertaking to fix admission prices.

Judge Igoe's decision read: "Paramount denied any price fixing, although admitting that license fees were higher than usual in other 'Samson' showings. The fact that high rental terms might have some effect upon admission prices does not convert such conduct into a form of price fixing."

Judge Igoe's ruling represents the first court declaration on the subject which became an industry issue recently when Columbia began offering "Jolson Sings Again" at increased percentage terms. At that time exhibitors claimed that licensing of the picture at the advanced rates demanded tilted admission scales or the booking would be an economic loss.

Allied Talks

(Continued from page 1)

Century-Fox "Showmanship Meetings" and thus took the opportunity to fashion their own plans.

Col. H. A. Cole, chairman of Allied's standing committee on this question, said appointments will be sought, after which his committee will convene in New York. The committee will seek specific declarations of policy from a number of distributors who have taken no position on flat-versus-percentage deals thus far.

Allied is opposed to forced percentages and argues the incentive for applied showmanship is lost when exhibitors find their returns do not merit the added effort under the terms of many percentage contracts.

RKO Trade Show CORRECTION

"Tarzan and the Slave Girl"
Boston screening at the RKO Screening Room, 122-28 Arlington St., Wed., March 15, at 10:30 A.M., instead of Wed., March 15, at 10:30 P.M., as advertised in Motion Picture Daily, March 9.

THERE HASN'T BEEN A PICTURE LIKE THIS IN YEARS!

BILLY THE KID



\$10,000 REWARD

WANTED

by every

MAN,

WOMAN and CHILD

who likes roaring action and ex-
citing romance on the screen!



The KID FROM TEXAS

COLOR BY **TECHNICOLOR**

Starring

AUDIE MURPHY • GALE STORM

with **ALBERT DEKKER • SHEPPERD STRUDWICK**

Screenplay by ROBERT HARDY ANDREWS • KARL KAMB • Directed by KURT NEUMANN • Associate Producer George C. Bertholon • Produced by PAUL SHORT

DOMESTIC SERVICE	
Check the class of service desired, unless otherwise indicated, and the rate of the full rate.	
FULL RATE	SERIAL
DAY	NIGHT

**WESTERN
UNION**

1208

INTERNATIONAL SERVICE	
Check the class of service desired, unless otherwise indicated, and the rate of the full rate.	
FULL RATE	DEFERRED
CODE	LETTER

DALLAS, TEX. = MAR. 7

NATE BLUMBERG, = UNIVERSAL PICTURES

THERE HASN'T BEEN A PICTURE LIKE "THE KID FROM TEXAS" IN A LONG TIME. IT'S WHAT THE FOLKS HAVE BEEN WAITING FOR AS INDICATED BY SMASH OPENINGS EVERYWHERE* WITH GREAT FOLLOW UP BUSINESS. IT HAS ROMANCE AND EXCITEMENT AND IS WELL PRODUCED WITH EXCELLENT PERFORMANCES BY THE ENTIRE CAST. WE ARE HOLDING IT OVER FOR ADDITIONAL PLAYING TIME IN MANY OF OUR CITIES. CONGRATULATIONS ON ANOTHER BOX OFFICE SMASH. KINDEST PERSONAL REGARDS =

R. J. O'DONNELL INTERSTATE CIRCUIT INC.

* Premiered last week in the Interstate top houses in DALLAS, FT. WORTH, SAN ANTONIO, HOUSTON and more than 400 day-and-date openings in the Texas territory, "THE KID FROM TEXAS" out-grossed previous top U-I action outdoor dramas by such a wide margin as to stamp it as one of the best of all times.



FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. — NO. 48

NEW YORK, U. S. A., MONDAY, MARCH 13, 1950

TEN CENTS

Chicago

THE longest of memories can disinter no parallel for the chronicle of events in Chicago last Wednesday and Thursday.

There have been exhibitor meetings before—dozens of them. But never has there been one better timed or one like this where independent and affiliated circuit, big town and small town exhibitor, Allied and TOA leader in such number found a common area of agreement—common to them all because their economic present and future hang in the balance.

Theatremen representing approximately 8,000 houses and the preponderance of the invested exhibition dollar, journeyed to Chicago as guests of 20th Century-Fox and there exposed themselves to a refresher course in the fundamentals of showmanship.

Now a fundamental, if it is one, can't very well change. Nor did 20th Century-Fox try. But even fundamentals can stand a face-lift, and this is what was done. Dramatically, intelligently and in an astute and adroit demonstration of the very brand of showmanship which the meeting had been called to discuss.

The "Showmanship Meeting" was an outstanding success. It helped to revitalize lazy thinking, to restore enthusiasm, to rekindle the determination to swing aggressively into the race for a greater percentage of the entertainment dollar, come television, hell or high water.

It did all this, and exhibitors voluntarily said so.

The significance of the Chicago meeting, consequently, must be measured in these terms. In this very important and far-reaching sense, 20th Century-Fox beyond all question has rendered a distinguished service to the entire industry.

There are many who should be grateful. For the chain reaction set in motion by this exhilarating and excitingly new chapter in exhibitor-distributor relationships has a potential limited to no single company, although one company is responsible. This is a realization already taking hold. The implications will take stronger root as time passes.

RED KANN

Public Will Benefit From Tax Cut, 6 Leaders Pledge

Says Tax Cut Is 'In the Bag'

WASHINGTON, March 12.—"I think you can say an admission tax cut is in the bag," one Democratic member of the House Ways and Means Committee said here at the weekend after Committee Democrats finished their third straight day of meetings on a new tax bill on Friday.

He referred only to the cut being in the Committee bill; not to a bill finally becoming law.

A Presidential veto remains a possibility if the new tax bill does not raise sufficient revenue to offset excise cuts.

WASHINGTON, March 12.—As the House Ways and Means Committee prepared to start executive session work tomorrow on a new tax bill, six film industry spokesmen reaffirmed to Congress the industry's intention of passing the full amount of any admission tax cut on to theatre patrons.

The pledge was made in separate letters to Representative Franklin D. Roosevelt, Jr. by Charles P. Skouras, president of National Theatres; Leonard H. Goldenson, president of United Paramount Theatres; Joseph R. Vogel, vice-president of Loew's; Harry Brandt, head of Brandt Theatres; Gael Sullivan, executive director of the Theatre Owners of America, and Abram F. Myers, general counsel of Allied States Asso-

(Continued on page 5)

IMPROVEMENT IN STANDARDS OF FILMS IS CITED BY 10 GROUPS

The year 1949 "was one of the best in a decade for clean, wholesome motion picture entertainment," it was stated at the weekend by the Motion Picture Association of America.

This is disclosed in a compilation of ratings by a national preview committee which appraises films for 10 of the country's leading women's organizations, representing a combined membership of over 21,000,000 Americans.

Of 232 features previewed by the committee last year, 177, or better than 76 per cent, were classified as suitable for general family patronage. Eighty-nine of these received the previewers' "OK" for all members of the family, while 88 were rated suitable for all ages except children under 12.

The 76 per cent ratio, the report

(Continued on page 4)

20th Weighs Block Sales

Twentieth Century-Fox is studying the possibility of selling in large blocks, a company spokesman stated over the weekend. The pros and cons, in view of various court decisions providing for picture-by-picture sales, are under advisement as a result of a suggestion made on Thursday by Harry Brandt, president of the ITO of New York, at 20th's "Showmanship Meeting" in Chicago.

Brandt declared exhibitors are spending so much of their time buying

(Continued on page 5)

Pinanski Calls Staff to Hear About Showmanship; Commends Skouras

Boston, March 12.—Samuel Pinanski, president of the American Theatres Corp. and national president of the Theatre Owners of America, upon returning here Friday from last week's 20th-Fox Showmanship Meeting in Chicago, stated that he will call an immediate meeting of all ATC executives and managers to transmit to them the "inspiration" he received at that meeting. Pinanski further stated: "I think it was one of the finest and most progressive meetings on showmanship of its kind ever presented. Great credit should go to Spyros P. Skouras and his associates for their vision, courage and foresight in corraling the forces of the industry to combat the common enemy with renewed and revitalized showmanship."

20th Patterns Area Parleys After Chicago

New Showmanship Meets Will Be 1-Day 'Packages'

Territorial "Showmanship Meetings" which 20th Century-Fox will hold in all exchange centers on March 21 and 23 will be one-day "package" versions of the national conference concluded in Chicago Thursday.

Exhibitors will attend by invitation extended throughout each exchange area. The company, however, does not intend to obligate itself to meet transportation or hotel charges, but will pay whatever expenses its guests will incur while attending the meetings.

Drawing on the Chicago pattern, each morning session will be devoted to a presentation of the 20th Century-Fox plan as encompassed in its showman's manual. Following lunch, there will be an open forum similar to that held last Thursday in Chicago and a "sneak" preview of an unreleased 20th-Fox attraction in the evening.

Upper echelon officials will not at-

(Continued on page 5)

Services Held for Sid Silverman, 51

HARRISON, N. Y., March 12.—Services for Sid Silverman, 51, publisher of *Variety* and *Daily Variety*, who died at his home here on Friday, were held today at the McMahon Funeral Home in White Plains. There was only a brief service, conducted by Rabbi Lawrence W. Schwartz and cremation followed in Ferncliff, N. Y. Death came after a lingering illness.

Silverman, son of the late Sime

(Continued on page 4)

Columbia Six-Month Net Is \$945,000

Columbia Pictures reports an estimated net profit of \$945,000 for the six months ended Dec. 31, 1949, compared with earnings of \$148,000 for the same period in 1948. The estimated 1949 profit is equivalent to \$1.22 per share of common stock.

The six months 1949 operating

(Continued on page 5)

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, will leave here today by plane for London.

HARRY BRANDT, New York circuit operator, left Chicago on Friday for the Coast where he will conduct a meeting with industry representatives in behalf of a fund drive for the Jewish Theological Seminary.

WILLIAM R. FERGUSON and **C. EDWARD CARRIER** of Hollywood Enterprises, have returned here from Philadelphia where they attended merchandising conferences on commercial star tieup promotions.

SIR ROBERT WATSON WATT, director of British Odeon Theatres, Ltd., left here for England aboard the *S.S. Queen Elizabeth* on Saturday, after several meetings with United Artists executives.

J. ARTHUR RANK will sail from England for New York on Wednesday, with **JOHN W. DAVIS**, Rank Organization managing director, to follow by plane on March 22.

MARC M. SPIEGEL, who will succeed **MARIAN F. JORDAN** as MPAA international department representative in Germany, sailed on Saturday for Europe.

LEON J. BAMBERGER, RKO Radio sales promotion manager, will address the annual convention of the Theatre Owners of Oklahoma to be held at Oklahoma City on March 27-28.

NORMAN EISENSTEIN, Realart board chairman, and **CARROLL PUCIATO**, head of exchange operations, have left here on an extended tour of company exchanges.

GLORIA GAMZON, of the Theatre Owners of America's New York office, was married yesterday to **JULIAN EDWARD SCHIFF**.

A. J. O'KEEFE, Universal-International assistant general sales manager, left New York at the weekend for the Coast.

ARTHUR W. KELLY, executive vice-president of United Artists, flew to Hollywood over the weekend on company business.

A. H. BLANK, head of Tri-States and Central States circuits, Des Moines, has been elected to the Methodist Hall of Fame in Philanthropy.

GEORGE D. BURROWS, executive vice-president and treasurer of Monogram and Allied Artists, has returned to Hollywood from New York.

CHARLES D. CRAWFORD, formerly with 20th Century-Fox at Kansas City, has joined Monogram there as a salesman.

NAT LIEBESKIND, exhibitor-distributor, is in Havana, where he contemplates building a theatre.

New British Quota Before Parliament for Approval

London Word Due on Trade Pact Confabs

Washington, March 12.—Officials of the Motion Picture Association of America said they hope to hear this week from London on whether British officials think it a good idea for MPAA president **Eric Johnston** and **Ellis Arnall**, president of the Society of Independent Motion Picture Producers, to go over for preliminary remittance talks. If the answer is yes, the word from the British will probably include a suggested date.

Johnston to Talk On Coast Publicity

WASHINGTON, March 12.—On his next trip to Hollywood, Motion Picture Association president **Eric Johnston** probably will discuss with studio advertising and publicity directors the subject of "Hollywood press agency."

Seymour Morris, Schine Circuit advertising director, attacked "bad Hollywood press agency" at the 20th Century-Fox showmanship meeting in Chicago last week. He suggested that Johnston call a Hollywood meeting to discuss remedial methods.

An MPAA spokesman today pointed out Johnston was not present when Morris made his talk and said he had not yet been informed about it. However, he stated, "when Johnston goes to Hollywood, he always meets with the advertising and publicity people, and I assume when he goes next time he will meet them again and tell them what Morris said and talk it over."

Urge 'Dear Wife Days'

A plan to have local Chambers of Commerce set aside "Dear Wife Days" is being organized by **Max E. Youngstein**, Paramount advertising-publicity director, as part of a promotional campaign for the company's picture of the same name. **Van Nuys, Cal.**, was the first town to act on the suggestion, with last Tuesday designated as a day for recognition of wives.

Cite Johnston's Oratory

WASHINGTON, March 12.—**Eric Johnston**, president of the Motion Picture Association of America, has been named "public speaker of the year in business and commerce" by the Tau Kappa Alpha, national speech honor society.

'Third Man' to Truman

WASHINGTON, March 12.—A print of "The Third Man," new **Selznick** Releasing Organization film, is being sent to **Key West, Fla.**, to be available during President Truman's vacation.

LONDON, March 12.—The House of Commons has received a British Board of Trade order fixing the first feature film quota at 30 per cent, effective Oct. 1. Present quota is 40 per cent.

The BOT order leaves the supporting program quota unchanged at 25 per cent.

The 30 per cent quota was recommended by the Cinematograph Films Council at a meeting last month. That percentage represents a compromise and was reached at a secret meeting held between executives of the British Film Producers Association and the Cinematograph Exhibitors Association.

On the latter occasion, the theatre-men first pressed for their already declared figure of 25 per cent while the BFPA's **Sir Henry French** said at first he was prepared to agree to 33 per cent.

The new quota must be authorized by Parliamentary vote.

Price Quits as UA Capital Branch Head

G. P. Price, branch manager of United Artists' Washington exchange, has resigned to take over immediately as general manager of the Glen Echo amusement park on the outskirts of the capital. His successor will be announced in the near future, according to **Paul N. Lazarus, Jr.**, executive assistant to president **Gradwell L. Sears** of UA.

Rosing to Family's House

BUFFALO, March 12.—**Max Rosing**, veteran theatre manager here, who has been at **Shea's Elmwood** for the past seven years, will resign as manager of that house on March 18 to become manager of the **Roosevelt, big Eastside** community theatre which is owned by the Rosing family and which has been managed for many years by **George Rosing**, who has not announced his plans for the future as yet.

Third for Gullota

NEW ORLEANS, March 12.—Plans are being drawn by architect **Jack Corgan** for a 3,000-seat theatre for **Fox Theatres, Inc.**, it was announced by **Charles A. Gullota**, president. It will be the largest neighborhood house in New Orleans. Fox already owns the Fox Theatre and **Gentilly**.

Grauman Estate to Kin

HOLLYWOOD, March 12.—Attorneys for **Sid Grauman**, pioneer showman who died last Sunday, revealed that he left no will. The estate, estimated at \$750,000, will be distributed among 13 cousins as nearest kin.

Classics Gets Reiger Film

"Congolaise," film about the Middle Congo land of Africa, will be released by Film Classics, it was announced by **B. G. Kranze**, sales vice-president. "Congolaise," which was produced by **Jack Reiger**, is a Trinity production.

Newsreel Parade

DR. SANDER'S acquittal and **Judith Coplon's** conviction are current newsreel highlights. Other items include **Cardinal Spellman in Italy**, sports and human interest subjects. Complete contents follow:

MOVIE TONE NEWS, No. 21—Dr. Sander acquitted in mercy killing trial. Judith Coplon sentenced. **Darryl F. Zanuck** gets film award from *Red Book Magazine*. Baseball training. **Golden Gloves**.

NEWS OF THE DAY, No. 10-B—Chiang Kai-Shek rallies troops to repel Red assault. Judith Coplon gets 15 years. Dr. Sander acquitted. Red riots in France as U. S. ships bombs. Pope Pius welcomes pilgrims. Baseball. Angry bull.

PARAMOUNT NEWS, No. 58—Baseball. Chiang Kai-Shek resumes presidency. Bob Hope in new role. Judith Coplon gets 15 years. Dr. Sander acquitted. London cheers President Auriol of France.

TELENEWS DIGEST, No. 10-B—Judith Coplon sentenced. Washington: more Red charges. Dr. Sander freed. Mexico: water shortage. Administration of Somaliland returned to Italy. New York: art exhibit. Miss Finland of 1950. Baseball training.

UNIVERSAL NEWS, No. 333—Dr. Sander acquitted. Judith Coplon gets 15 years. Aircraft carrier takes on fighter and bomber planes. Italy: Cardinal Spellman and Pope Pius. Sports: bullfights in Spain. Baseball training. Golden gloves.

WARNER PATHE NEWS, No. 60—British Parliament opens. President Auriol in England. Judith Coplon guilty. Dr. Sander acquitted. Memphis plane crash. Army-Navy basketball. Yankees train in Florida. Golden Gloves.

'Samson' Top Canada Grosser; Lightstone

MONTREAL, March 12.—**Cecil B. DeMille's "Samson and Delilah"** is Canada's top grossing picture, according to **Gordon Lightstone**, Canadian division manager of Paramount. "In every Canadian situation to date, the film is rolling up all-time record returns," he reported.

First two weeks' gross at **Loew's Montreal** is understood to be \$75,000, and it is understood also that the first week for the Capitol, Vancouver, brought \$8,100.

Girl Scouts Cite Warner

LOS ANGELES, March 12.—The Girl Scouts of America honored **Warner Brothers** and **Jack L. Warner**, executive producer, yesterday at a Girl Scouts birthday celebration in the Shrine Auditorium here. **Dennis Morgan** and **Gordon MacRae** appeared on the program, with Morgan receiving a "certificate of appreciation," awarded to **Jack L. Warner** for "Women of Tomorrow," story of the Girl Scouts.

Yolen to Laurel Films

Will Yolen, New York and Hollywood public relations veteran, has joined **Laurel Films** as advertising and publicity vice-president, it was announced here by **Rex Carlton**, president. He will assume his new duties immediately in the Laurel headquarters in New York.

Special Columbia Trailer

Preparing an extensive exploitation campaign for "No Sad Songs for Me," Columbia has started production on a special trailer to be narrated by **Gayne Whitman**. **Buddy Adler** produced and **Rudy Mate** directed.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

WINNER AND STILL CHAMPION!

BILL STERN

VOTED

THE NATION'S MOST POPULAR
SPORTS ANNOUNCER
FOR THE 10th STRAIGHT YEAR !



WINNER OF EVERY NATIONAL
POPULARITY POLL FOR THE
PAST 10 YEARS.

Exclusively **NATIONAL BROADCASTING COMPANY** *Exclusively*

LESTER LEWIS, *Personal Manager*

Grant Wide Powers To RKO Committee

Hollywood, March 12.—RKO Radio's new executive committee, consisting of Ned E. Depinet, president, Howard Hughes and Noah Dietrich who were appointed at last week's board of directors' meeting here, is empowered to act for the board on all matters not requiring direct approval of the full board membership, it is understood.

Depinet left here over the weekend for a vacation in Arizona.

Argentine Reduces Film Imports; U.S. Releases Cut to 195

WASHINGTON, March 12.—The number of U. S. films shown in Argentina dropped drastically during 1949, the U. S. Commerce Department has disclosed, reporting only 195 U. S. films released there last year, compared with 261 in 1948.

The U. S. drop was just about in proportion to the drop from 1948 to 1949 in all films released there. Commerce said about 347 features from all countries were released in 1949, compared with 453 a year earlier. British releases fell from 32 to 11, Mexican from 34 to 14, and French from 23 to eight. Argentine production jumped from 40 to 47, while Italian imports rose from 36 to 48, and German releases from five to nine.

Meanwhile, American film companies have taken under consideration a voluntary limitation on the number of their pictures sent to the Argentine market as a possible approach to thawing that country's total freeze on current imports because of its stringent dollar situation.

\$40 Average Wage in NY Amusement Field

ALBANY, N. Y., March 12.—The average worker's wages in New York State's theatre, amusement and recreation industry was \$1.09 hourly, or \$40.06 weekly, according to Industrial Commissioner Edward Corsi. A survey was taken of 4,150 establishments, employing 67,800 persons, and covered theatres, radio, television, circuses, carnivals, bowling alleys, pool parlors, golf and other sport clubs, and race tracks stadia.

Talk Japanese Market

WASHINGTON, March 12.—Charles Mayer, Japanese representative of the Motion Picture Export Association, and general manager Irving Maas were here on Friday discussing the Japanese situation with MPAA president Eric Johnston and his assistant, Joyce O'Hara.

Gualino to Hollywood

Dr. Renato Gualino, Italian film producers' delegate to Motion Picture Association of America's advisory unit for foreign films, will fly to Hollywood today from New York for conferences with Coast executives, and a tour of the studios.

New German Edict Sets 10 As Total for Independents

Adding to foreign market restrictions burdening the U. S. industry, Western Germany has promulgated a new edict limiting to 10 the number of import permits for all independent producers for the entire current year, against the 15 already given each of 10 major distributors, it was learned here at the weekend.

Protests have been sent to the U.S. State Department and to High Commissioner of Germany John McCloy by Ellis G. Arnall, president of the Society of Independent Motion Picture Producers. Arnall asked for nullification of the entire permit system or, in lieu of that, a liberalized allotment of permits for independents.

The SIMPP chief has received advices from the State Department that it and the Economic Cooperation Administration, which guarantees partial conversion of earnings in that country, has the matter under investigation.

McCloy Can Veto

The permit system was established by the German authorities when responsibility for the importation of all media was placed in their hands by the Allied High Command a few months ago. The new restrictive measure was taken presumably to curb any possible flooding of the market, knowing that many U. S. films made in the last 15 years have yet to play Germany.

However, delegation of the authority over film trade was qualified to the extent that Commissioner McCloy

retains the power to cancel or veto any action taken by the German Ministry of Commerce which is held inconsistent with Allied policy.

Arnall asked that the permit system be abolished as a means of restoring free competition among U. S. films on the basis of quality. However, he said that if some restrictions are determined to be necessary the number of permits for the independents should be substantially increased.

May Enter Through Majors

The precise effect which the 10-film limitation will have on the independents is difficult to calculate for the reason that numerous of their films are channeled through the major distributors. United Artists, for example, is among those allowed 15 permits and this company represents independents exclusively. Obviously, the most seriously affected are those producers who make their own deals in foreign territories.

Arnall probably will visit Germany on the problem, adding it to his agenda when he leaves here for London with Eric A. Johnston, president of the Motion Picture Association of America, for a preliminary probe of the Anglo-American film agreement which is to be reopened shortly. Specific date for their departure has yet to be set.

ECA guarantees conversion of German marks up to \$25,000 for each film admitted to that country in addition to "out-of-pocket" expenses.

IMPROVEMENT CITED BY 10

(Continued from page 1)

to MPAA president Eric Johnston pointed out, is an eight per cent improvement over 1948, and a nine per cent gain over each of the three preceding years. Only once since 1939 has this record been surpassed.

Publicized in Bulletin

"The previewers' independent and impartial estimates of each film are consolidated and sent out in 'Joint Estimates of Current Motion Pictures,' a semi-monthly publication which goes to schools, libraries, churches, civic groups and opinion leaders throughout the country," the MPAA statement said.

Films are made available for previewing in New York through the

community services division of the Motion Picture Association.

The previewing service was established in 1925 as a guide for American families in selecting motion picture entertainment. A recent innovation in policy was a decision "endorse and promote any picture which the members unanimously agree constructively furthers our American way of life."

National organizations which participate in the service include: American Association of University Women, American Legion Auxiliary, American Library Association, Children's Film Library Committee, General Federation of Women's Clubs, National Society of the Daughters of the American Revolution, National Federation of Music Clubs, National Board of Review, National Council of Jewish Women and Protestant Motion Picture Council.

Amy Joins Stillman

HOLLYWOOD, March 12.—George Amy has been appointed to the production board of Robert Stillman Productions, heading the editorial department of this independent film organization. Amy, a veteran of 22 years in the Warner editorial department, was more recently production associate for Michael Curtiz, won the Academy Award for his editing of "Air Force" in 1943.

MPSC Signs for Film

Motion Picture Sales Corp. has signed a contract to distribute a film, based on the life of Rachel, the French actress, to be produced abroad by Edana Romney, British actress, who will also write and star in it.

Set 'Cab Man' Promotion

M-G-M this week will launch a nationwide promotion on "The Yellow Cab Man," new Red Skelton picture, concentrating in key cities in co-operation with the National Safety Council. Also tied in with the safety campaign will be the De Soto Automobile agencies. Principal feature of the campaign will be a taxi tour of the nation. The film is slated for general release in April.

Robbins Is Injured

WASHINGTON, March 12.—Roland Robbins, manager of the Translux Theatre here, was critically injured in an automobile accident. He is in Garfield Hospital, where his condition was described as "very serious."

Mexico Plans Production Cut

MEXICO CITY, March 12.—Mexican motion picture production will be cut nearly in half in 1950, as compared with 1949 it is indicated by Andres Serra Rojas, director of the industry's bank, Banco Nacional Cinematografico, who predicts that only about 60 films will be made this year.

Last year a record 110¹¹⁰ films were made in Mexican studios and early this year industry spokesmen talked of aiming for 200 this year, but the poor showing of last year's films at the box-office decreed a lower figure more in consonance with the country's market. The trend is to fewer pictures of better quality.

Georgia Circuit to Open Seven in 1950

ATLANTA, March 12.—Four drive-ins and three conventional theatres will be opened in Georgia this year by Martin and Thompson Theatres. The first, a conventional house built at Perry, will open about March 15.

Others are: 280-car drive-in near Fort Valley, to open June 1; 280-car drive-in near Warner Robins, to open April 1; a drive-in near Eastman, to open April 10; theatres in McRea and Cochran, to open in August, and a drive-in near Hawkinsville, construction to start May 1.

SMPTE Slates 67th Meet on April 24-28

The Society of Motion Picture and Television Engineers will hold its 67th semi-annual convention, the first since TV engineers were taken into the group, in Chicago at the Hotel Drake on April 24-28.

A symposium on television studio production will highlight the sessions, with discussions on high intensity projection and high speed photography also on the agenda. R. T. Van Ninan is vice-chairman of the papers committee.

Bill Malin Killed

MEMPHIS, March 12.—W. E. (Bill) Malin, Arkansas theatre owner, was killed in an automobile accident near Jacksonville, Ark. Malin was a former mayor of Augusta, Ark., where he lived. He owned the Lun Theatre at Augusta.

Marguerite De La Motte

SAN FRANCISCO, March 12.—Marguerite De La Motte, silent film star, died here on Friday.

Silverman Services

(Continued from page 1)

Silverman, founder of *Variety* weekly, gained reputation at the age of 7 as the "child critic" of *Variety*. At the time of his father's death in 1933, Silverman was editor and half owner of the publication. Subsequently, he inherited the rest of the stock with the exception of several shares left by Sime Silverman to certain *Variety* staffers.

He is survived by his only son, Syd, a senior at Manlius Military School at Manlius, N. Y., and his mother, Mrs. Sime (Hattie) Silverman. Mrs. Sid Silverman, mother of the 18-year-old Manlius senior, died in New York on Nov. 12, 1941.

Academia for Hire— At \$25 per Showing

Washington, March 12.—The Motion Picture Association of America has set its policy for charging for the use of its Academia Theatre. Coordinator Edward T. Cheyfitz said member companies will use the theatre free, while non-member groups will pay \$25 each, "the theatre is used. This will cover cost of the projectionist, coat-check and clean-up employees, and other expenses."

Suit Protests Griffith Sale

WASHINGTON, March 12.—Mary Steinway has asked the U. S. Supreme Court for help in her fight against the Griffith circuit.

Miss Steinway, a minority stockholder in the Majestic Amusement Co., Oklahoma firm, sued Griffith, claiming that in 1946, while a competitor of the Majestic, Griffith, in order to "create a monopoly" in Tulsa, acquired a majority of the stock of Majestic. She claimed that Majestic was then operated to cut its own income and increase the income of the competing Griffith theatres. Then, Miss Steinway claims, minority stockholders threatened to sue, whereupon Griffith transferred its Majestic stock to a Nevada company. She claims this was not a sale to a bona fide purchaser but was made to enable Griffith to continue its monopoly.

Firm Avoids Service

When Miss Steinway tried to add the Nevada firm to the suit she had brought in Oklahoma, the Nevada company said it could not be served since it was not authorized to do business in Oklahoma. Griffith filed a motion to dismiss on the ground that the Nevada company could not be served in Oklahoma.

The U. S. District Court in Oklahoma dismissed the suit. The Tenth Circuit Court of Appeals affirmed the District Court. On Friday, Miss Steinway asked the high court to reverse these rulings.

Massachusetts Kills Labor Control Bill

Boston, March 12.—House Bill No. 1259 to prohibit theatres or motion picture establishments from requiring any employee who is required to work on Sunday to work more than six days a week has been killed by the House of Representatives and Senate having accepted an adverse report of the Joint Committee of Labor and Industries. The bill was sponsored by Walter F. Deihl, business manager of the Boston Motion Picture Operators Union and Representative Condon of Boston.

CONTROLLER, MANAGEMENT ASSISTANT

Young man. Experienced as controller, general business management. Also experienced in advertising agency management and research. Will make sacrifice to grow with organization. Box No. 436, Motion Picture Daily, Rockefeller Center, N. Y. 20.

Review

"Singing Guns"

(Republic)

IT LOOKS as though Republic has added another singing cowboy to its roster. Vaughn Monroe makes his bow in feature pictures in this decidedly superior western, backed up by such exploitable names as Ella Raines, Walter Brennan, Ward Bond and Jeff Corey and several tuneful songs, including the omnipresent "Mule Train." If anything else is needed to assure success, the sweep of the outdoor scenes is enhanced by Trucolor.

The screenplay by Dorrell and Stuart McGowan tells the story of Monroe, renegade and outlaw on a gold-stealing spree because of the way the big companies have jumped his claims. He shoots Bond, the sheriff following him, but instead of leaving him to die, takes him to Walter Brennan, a doctor, who recognizes the outlaw but changes his appearance in the hope of helping him go straight. Monroe, unrecognized now, is offered the sheriff's job until the latter is on his feet again, becomes very popular with the townspeople, and bides his time until he can make one more haul. Complications enter, meanwhile, in the form of Miss Raines, a cafe singer. After plenty of action, shooting, fighting, and a few humorous touches, Monroe finally squares himself with the law.

Monroe and Miss Raines make a good acting, as well as vocal, team and producer Abe Lyman and director R. G. Springsteen can chalk up a job well done.

Running time, 91 minutes. General audience classification. Release date, Feb. 28.

Tax Cut Benefit to Public

(Continued from page 1)

ciation and chairman of the tax committee of the Council of Motion Picture Organizations.

Roosevelt had queried these six officials whether a tax cut would be passed on to patrons or pocketed by the exhibitors. On the basis of the replies, he declared today, he will fight for tax repeal.

To Vote for Repeal

"With 70,000,000 movie admissions sold each week," Roosevelt said, "this tax amounts almost to a universal sales tax which hits low and middle-income groups hardest. Now that the industry has pledged itself to see to it that the benefit will go to the millions of families to whom movie tickets are sold, I will certainly vote to lift the tax."

Roosevelt said he would forward the pledges to the Ways and Means Committee.

One of the first things likely to happen in the Committee executive sessions starting tomorrow is a vote on a Republican motion for an immediate across-the-board excise cut. This will be defeated, probably, on

straight party lines, and the Committee will then get down to business. Executive sessions will probably run four to six weeks, with a bill reaching the House floor late in April.

Qualify Pledge Slightly

The letters to Roosevelt from at least two of the officials—Myers and Vogel—qualified the pledges slightly by pointing out that all price reductions would probably be rounded off to the nearest nickel to avoid handling pennies. Both letters emphasized, however, that the cases where the full tax cut was not passed on would probably be balanced by cases where prices were cut more than the amount of the tax cut, and that "moviegoers as a class will reap the full benefit of repeal."

Myers wrote that he took over the chairmanship of the tax committee only on the understanding that the public would be given the full benefit of any saving from repeal. He said all major theatre circuits had promptly announced this would be their policy, and that all independent theatre associations have made similar pledges.

20th's Block Sales

(Continued from page 1)

product in an effort to build inventories that they had little left to sell it and remarked that he knew of no prohibition against selling in blocks. He asked Spyros P. Skouras, president of 20th Century-Fox, to consider selling the 14 releases that the company announced last week in one group.

Columbia Profit

(Continued from page 1)

profit was \$1,650,000 with estimated provision for Federal taxes listed at \$705,000. A total of 654,311 shares of common stock were outstanding at the end of the period.

Almanac to Distribute

Formation of Almanac Films to distribute is announced by Harold Baumbstone, who is president of the com-

20th Area Meets

(Continued from page 1)

tend these meetings at which branch managers will preside.

However, various executives of the home office advertising, publicity and exploitation departments will discuss the showmanship plan at each morning session. These assignments are yet to be worked out, but taking to the road will be Jonas Rosenfield, advertising manager; David Golding, Eastern publicity manager; Rodney Bush, exploitation manager; Sterling Silliphant, one of Charles Einfeld's executive assistants in charge of co-operative hookups; Al Palca, who handles radio tie-ins, and Earle Wingart, in charge of press books.

pany. The organization has acquired exclusive rights to a series of 52 short subjects entitled "Kieran's Kaleidoscope," produced by Paul F. Moss with John Kieran.

Coming Events

March 20-24—IATSE general executive board's semi-annual meeting, Hotel Vancouver, Vancouver.

March 23—Annual Academy Awards presentations, Pantages Theatre, Hollywood.

March 23-24—National Board of Review 41st anniversary conference, Hotel McAlpin, New York. A session will be held at the 20th Century-Fox home office projection room on the 24th.

March 27-28—Theatre Owners of Oklahoma annual convention, Hotel Skirvin, Oklahoma City.

March 28—Kansas-Missouri Theatre Association meeting, Kansas City.

March 28—Southern California Theatre Owners of America meeting, Forum Starlight Roof, Los Angeles.

April 4-5—North Central Allied board meeting and annual convention, Minneapolis.

April 12—Jewish War Veterans testimonial dinner for Louis B. Mayer, Hotel Waldorf-Astoria, New York.

April 26-29—Variety Clubs International annual convention, Roosevelt Hotel, New Orleans.

Would Extend Local Tax Powers in N. Y.

ALBANY, N. Y., March 12.—Power to levy nine special taxes, including a five per cent tax on admissions, now authorized for New York cities of more than 25,000 population, would be extended to any city in the state under one of four bills introduced in the state legislature on the recommendation of a committee on local non-property taxes.

Abbott Sets New Venture

CINCINNATI, March 12.—Hollywood's Bud Abbott, with a Springfield, O., industrialist, are here to complete arrangements for the establishment of a \$250,000 business venture, to be known as Bud Abbott Television Stores, retail outlets for television sets.

Kill Drive-in Bill

ALBANY, N. Y., March 12.—The Assembly Codes Committee has killed a proposed bill which would have banned the future construction of drive-ins in cities of 250,000 population or more.

**BANKING FOR THE
MOTION PICTURE
INDUSTRY**



**BANKERS TRUST
COMPANY**
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



announces

NATIONAL SHOWMANSHIP DAY

to launch the great industry
“Movies Are Better Than Ever” Campaign
in every exchange city in the
United States and Canada.



*This announcement is your
invitation to attend your local
meeting. Contact your 20th rep-
resentative for place and date.*



There's No Business Like **20th** *Business!*
CENTURY-FOX

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Concise
and
Impartial

VOL. 67. NO. 49

NEW YORK, U. S. A., TUESDAY, MARCH 14, 1950

TEN CENTS

Showmanship Meets Set For 14 Areas

36 20th-Fox Sessions In All to Be Held

Dates and places for 14 out of 36 showmanship branch meetings of 20th Century-Fox were set yesterday, all to be patterned after the company's two-day session in Chicago last week. They will take place in all exchange areas during the March 21-23 period, with local division and branch managers presiding. Each meeting will be a one-day affair.

Following are the first dates set for the field meetings: March 21: Chase Hotel, St. Louis; Washington Hotel, Washington; Standard Club, Des Moines; Antlers Hotel, Indianapolis; Peabody Hotel, Memphis; Benjamin Franklin Hotel, Philadelphia. March 22: Continental Hotel, Kansas City. March 23: Baker Hotel Dallas; Wil-

(Continued on page 4)

20th Starts to Expand Now

Additional stages will be built and other extensions of facilities will be undertaken at once, to cost \$5,000,000, at 20th Century-Fox's Coast studios to increase the output of product, it was disclosed here by the home office yesterday following the departure of company president

(Continued on page 4)

Pinanski Asks for 'Old Time' Activity

Boston, March 13.—Samuel Pinanski, president of American Theatres Corp., today urged a return to "old time showmanship" as the keynote of his circuit's "Movies Are Better Than Ever" drive at a meeting of all ATC managers and home office personnel.

Pinanski, who attended 20th-Fox's "Showmanship Meeting" in Chicago last week, declared that the time has come for all in the industry to "throw off the mantle of complacency and exploit an excellent product with every means at their disposal."

Frowns on Tax Repeal For Lower-Cost Tickets

NY 1st-Runs Still Off But Paramount Has Hope: \$128,000

Business still is slow at most New York first-runs, with only a few scattered situations drawing good returns.

The box-office sensation of the week again is Bob Hope of Hollywood appearing on the stage of the Paramount with Jane Russell. The show, including "Captain China" on the screen, drew a record \$142,000 in its initial week and figures to wind up its second and final one with an estimated \$128,000. "Francis" will open at the Paramount tomorrow.

"Black Hand" with Art Mooney's

(Continued on page 4)

Gomersall Launches His Own Circuit

Launching an independent circuit in the Midwest, E. T. (Peck) Gomersall, until recently assistant to W. A. Scully, sales vice-president of Universal Pictures, has acquired the Grove Theatre in Elgin and the Luna Theatre in Kankakee, Illinois, from Publix-Great States, a United Paramount Theatres subsidiary.

The Grove and the Luna, both first-runs, are in two of the six Illinois towns where Paramount has been directed by the U. S. District Court in the New York anti-trust case to restore competitive conditions by divesting itself of part of its theatre holdings.

Gomersall, who was associated with Universal for 20 years prior to his resignation last December, is a veteran of more than 34 years in the industry, principally in distribution. His acquisition of the Grove and the Luna as the nucleus of a circuit, marks his debut as an exhibitor.

Deny Percentage Suit Dismissals

LAKE CHARLES, La., March 13.—Another Federal Court has overruled motions by exhibitor defendants attempting to dismiss percentage suits filed by distributors. In a memorandum order handed down by U. S. Judge Gaston Louis Porterie, motions so made by exhibitor defendants were denied in the percentage cases brought by Loew's and Universal, respectively, against William L. Paternostro and

(Continued on page 4)

WASHINGTON, March 13.—The staff of the joint House-Senate Committee on Internal Revenue Taxation has opposed suggestions that the tax be repealed on admissions costing less than 75 cents or 85 cents.

One committee member sounded out staff chief Colin Stam on a proposal to exempt all admissions costing less than this and to cut the tax or leave it unchanged on higher-priced admissions. Stam opposed the plan, declaring that this would lose the government too much revenue. He argued the bulk of the admission collections come from motion picture theatre admissions costing less than 75 cents.

This stand by Stam means that the staff would also oppose complete repeal of the 20 per cent levy. It could not be learned what stand, if any,

(Continued on page 4)

McDonald Coy on Phonevision Films

HOLLYWOOD, March 13.—Producers have offered more than the number of films required to conduct a 90-day test of Phonevision in Chicago, Eugene F. McDonald, president of Zenith Radio, said today at an interview for the press and studio production personnel, but he still refused to divulge which companies are co-operating, or which films have been offered.

Pressed for specific information concerning product and producers, McDonald countered with "Wouldn't Gael Sullivan (executive director of the Theatre Owners of America) like to find that out?"

However, McDonald said that the films offered so far do not constitute a "typical cross-section of Hollywood product" and that negotiations for others are continuing. RKO is the only company which has flatly refused to furnish films, he said, and

(Continued on page 2)

High Court By-passes Appeal in Ball Case

WASHINGTON, March 13.—The U. S. Supreme Court today refused to hear an appeal from a decision of the Third Circuit Court of Appeals upholding an anti-trust action by Harry Norman Ball against Pennware Theatre Corp., its owners and four major distributors.

The appeal was sought by the defendants—Pennware, Paramount and A. N. Notopoulos, owners of the

(Continued on page 4)

MGM Re-maps Field; Adds Two Divisions

New Alignment Inspired By Market Conditions

M-G-M has revised the structure of its field sales divisions, effective March 20, under a plan which creates two additional divisions, for a total of seven, it is disclosed by distribution vice-president William F. Rodgers.

The two new divisions are Southwestern and Inter-Mountain, the former's orbit including some territories formerly handled by the Southern and West Coast divisions, and the latter's embracing areas which had been parts of the Midwest and West Coast divisions.

"We have considered it expedient, in the face of present-day market conditions," Rodgers states, "to revise the structure of the sales divisions to the

(Continued on page 4)

Sullivan Has 10-Wk. Agenda

During the next 10 weeks Theatre Owners of America executive director Gael Sullivan will devote an extensive part of his time away from organization headquarters here. The period will be for him one of the busiest spent in the field since he took office in June, 1948.

Tomorrow he will leave here for Washington to confer with Senate Finance Committee members and

(Continued on page 2)

Wrather Sets Deal For 5 in Britain

HOLLYWOOD, March 13.—Arrangements have been completed for the Schroeder - Rockefeller investment house, New York, and Jack Wrather, independent producer, to jointly finance the production of five features, four to be in Technicolor, to be filmed in London within a year, with British financial interests participating. Wrather will package each production in Hollywood, using a top star, director and screenwriter.

The British interests, which will finance the remainder of the budgets, estimated at \$1,000,000 each, will own.

(Continued on page 4)

NEWS in Brief . . .

AL CORWIN, director of publicity for the New York office of the Motion Picture Association of America will address the motion picture chapter of the American Veterans' Committee on the "Activities of the MPAA" during its meeting tomorrow night in the Hotel Taft here.

Los Angeles, March 13.—The Ninth Circuit Court of Appeals took under advisement a petition filed today by attorneys for the studio carpenters' Local 946 to have the three pending suits against the major studios combined. All charge a conspiracy to deprive the workers of their constitutional rights, and date from 1946 studio strike.

Harry Walders has been named Chicago branch manager for United Artists, filling the post vacated when Nat Nathanson was made Eastern and Canadian general sales manager.

Sachson to Represent Two Independents

Arthur Sachson yesterday divulged formation of Arthur Sachson Enterprises which will handle worldwide sales representation for independent producers. A deal already has been closed with Albert S. Rogell and Jack M. Warner on behalf of "The Admiral Was a Lady" and "The Gun" which UA will distribute. A second arrangement covers "The Capture," produced by Niven Busch for Showtime Properties, which RKO Radio will release. Busch and Teresa Wright, his wife, who is starred, are in New York from the Coast.

Make Video Series of Kieran Video Show

"Kieran's Kaleidoscope," the TV show, starring John Kieran, has been made into a 52-week quarter-hour film series for television, which will be distributed by United Artists-TV, John Mitchell, director of UA-TV, announced.

Contracts for the release were signed by Kieran, Mitchell and Paul F. Moss, of International Tele-Film, producer of the video program.

Robbins Dies at 73; Hit by Automobile

WASHINGTON, March 13.—Roland Robbins, manager of the Translux Theatre here, died this afternoon of injuries suffered last Wednesday when he was hit by an automobile while crossing the street. He was 73. Robbins was associated with the Translux since it was built in 1937, and before that was with RKO Keith's here.

To Release 'Art Films'

Jules Schwerin, independent producer of "art" featurettes, including "Matisse" and "Maillol," will release all of his films in association with Canton-Weiner.

Personal Mention

HERMAN LEVY, Theatre Owners of America general counsel, is due here today from New Haven.

JOHN A. CASSIDY, RKO Theatres general press representative, will address Fordham University's journalism class tonight on "Theatre Publicity."

JOE ROBERTS, executive vice-president of K. C. R., Inc., has returned to New York from a television film production job at Hialeah Park, Fla.

WILLIAM B. LEVY, Walt Disney Productions worldwide sales supervisor, left here yesterday for the Coast.

JERRY HYAMS, Commonwealth Film and Television sales manager, has returned here from a cross-country tour.

MORRIS MECHANIC, owner of the New Theatre, Baltimore, is in New York from that city.

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, will leave here on Thursday for the Coast.

GRADWELL SEARS, United Artists president, has prolonged his Florida vacation because of a slight indisposition and now plans to return here by next Monday.

PERCE PEARCE, Walt Disney producer, will sail from England tomorrow on the S. S. *Queen Mary* for New York.

HOWARD DIETZ, M-G-M advertising-publicity vice-president, returned here yesterday from the Coast.

HUGH HUNT, M-G-M set director, will leave here on March 21 for Italy to prepare locations for "Quo Vadis."

SYDNEY GROSS, Film Classics advertising-publicity chief, has returned here from the Coast.

Paramount Releases 58 Shorts in 1950-51

Paramount's 1950-51 program of short subjects and news will consist of 52 one-reelers, six two-reelers and 104 issues of Paramount News, it was announced here yesterday by Oscar Morgan, general sales manager of shorts.

The new program, which will begin on Oct. 1, will include: eight Popeye Cartoons in Technicolor; four Popeye re-issues; 10 Noveltoons in Technicolor; six Screen Song cartoons in Technicolor; six Casper Cartoons in Technicolor; six Pacemakers; 12 Grantland Rice Sportlights, and six two-reel Musical Parade Featurette reissues.

N. Y. Body Would Pass on Drive-ins

New York's City Planning Commission moved yesterday to bring drive-ins here under its jurisdiction with a proposal that it be authorized to pass on site permits. Two existing drive-ins here, one in the Bronx and the other on Staten Island, operate under permits from the License Department. Pending are permits for two more, in Queens and at Coney Island.

McDonald Coy

(Continued from page 1)

the companies agreeing to supply Phonevision include some majors. McDonald said he had been offered one feature "not even released yet" but added that he does not seek first run features but would settle for those one or two years old.

Cecil B. DeMille introduced McDonald and, citing how the dramatic stage and vaudeville refused to co-operate with the early motion picture industry and were substantially harmed, expressed the hope that the film industry would not follow that example in relation to Phonevision.

Sullivan in Field

(Continued from page 1)

Abram F. Myers, chairman of the Council of Motion Picture Organizations' tax committee, and **A. Julian Brylawski**, TOA committee representative, on the industry's admission tax repeal campaign.

Following his return to New York, Sullivan will leave for San Francisco on Sunday to attend the March 22 meeting of California Theatres Association and Affiliated Industries. On March 23 he will attend the Academy Awards presentation ceremonies in Hollywood. The following day he will address a meeting of the Southern California Theatres Association in Los Angeles. From there he will go to Oklahoma City to speak at the annual convention of the Theatre Owners of Oklahoma at the Skirvin Hotel, March 27.

On March 28, Sullivan will attend the spring meeting of the Kansas-Missouri Theatres Association in Kansas City. Then he will return to New York, from where he will go to Dallas, on April 10 to consult with R. J. O'Donnell and the latter's aides on preliminary plans for the national TOA convention which will be held in Houston on Oct. 30-Nov. 2. While in Dallas, Sullivan will address a four-day meeting of Interstate Theatres' managers.

On May 14-15, Sullivan will address a meeting of the Motion Picture Theatre Owners of Georgia in Atlanta. On May 23-25 he will address the annual meeting in Little Rock, Ark., of the Independent Theatre Owners of Arkansas.

Gael Sullivan to Address SCTOA Meeting on March 24

LOS ANGELES, March 13.—Gael Sullivan, Theatre Owners of America executive director, will be a guest speaker at the all-day meeting of the Southern California Theatre Owners of America to be held here on March 24. The meeting has been moved forward from March 28.

Express Rates Rise, Also Film Shipments

Washington, March 13.—The U. S. Interstate Commerce Commission has granted the Railway Express Agency permission to boost rates on films and other express another 10 per cent—the fourth boost allowed since the war. Meanwhile, the American Trucking Association reports the six major truck carriers of film reported that business in the last quarter of 1949 was 8.2 per cent above the same 1948 period, while trucking business generally was only 3.4 per cent above the last three months of 1948.

Gamble Urges More 'Brotherhood' Aid

In a communication to A. W. Schwalberg, chairman of the distribution committee, Ted Gamble, national chairman of the "Brotherhood Week" committee, cited "the splendid showing of all exchanges in the recent 'Brotherhood Week' appeal, stating that the contributions reached an all-time high."

At the same time, he noted that theatres, home offices, and revenue from special and corporate donations were "disappointing" and made an urgent plea to those who had lagged behind in contributions to "make a strong, sincere effort to come up to their mark."

"The fact that 'Brotherhood Week' has ended officially should not affect the situation in the slightest. The need is pressing always, the cause a vital one," he concluded.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Jane WYMAN	Marlene DIETRICH	Michael WILDING	Richard TODD
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in Alfred Hitchcock's
"STAGE FRIGHT"
A Warner Bros. Picture
SPECTACULAR STAGE PRESENTATION

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
BETTY LAMARR • VICTOR MATURE • GEORGE SANDERS
ANGELA LANSDOWN • BERRY WILCOXON
See the destruction of the Temple on the MAGIC CYCLOTRAMIC SCREEN!
RIVOLI
5:00 PM to 11:00 PM

The Funniest film surprise in years!!!
Francis
A Universal-International Picture
IN PERSON NAT "KING" COLE AND HIS TRIO LARRY STORCH-Johnny Coy RAY MCKINLEY AND HIS ORCHESTRA
PARAMOUNT
Times Square
Midnight Feature Night

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Playing TOP "A" theatres
and

**SOLID In
EVERY
TERRITORY!**



EXECUTIVE OFFICES

INTERSTATE CIRCUIT, INC.

★ Majestic Theatre Building, Dallas, Texas

March 1, 1950

Mr. William J. Heineman
Vice President in charge of Distribution
Eagle Lion Films, Inc.,
165 West 46th Street
New York, N.Y.

Dear Bill:

I want you to know how thrilled and happy we all are here at Interstate over the wonderful results secured by your great film, **THE SUNDOWNERS**. In every one of the engagements this picture had throughout our circuit, results were outstanding, with many houses registering close-to-record business, and every house showing solid and very satisfactory grosses. Audience reaction was uniformly good -- Robert Preston, Robert Sterling, Cathy Downs and Chill Wills were never better; and in John Barrymore, Jr., I think you have potentially a great boxoffice personality.

I also want to take this opportunity to compliment you on the outstanding pre-selling and promotion job your company did. It was one of the finest jobs of "saturation selling" in my many years of experience in the industry.

Kindest personal regards.

Very truly yours,

R. J. O'Donnell
R. J. O'Donnell



THE SUNDOWNERS

COLOR BY TECHNICOLOR



And here's one
of the reasons:

John Barrymore, Jr.
makes his screen debut
in "The Sundowners"—
and proves himself **THE**
box-office sensation of the year!

"THE SUNDOWNERS"

starring
ROBERT PRESTON · CHILL WILLS · ROBERT STERLING
with **CATHY DOWNS · JOHN LITEL**

and Introducing **JOHN BARRYMORE, Jr.**

Color by Technicolor

Screen Play by Alan LeMay · Directed by George Templeton
A LEMAY-TEMPLETON PRODUCTION
An Eagle Lion Films Release

MPEA Forced From Hungary

The Motion Picture Export Association has been forced to liquidate its branch in Hungary, one of the "iron curtain" countries of Eastern Europe, it was disclosed here yesterday by Irving Maas, MPEA vice-president and general manager.

Maas' statement followed weekend press reports from Budapest that the Hungarian Government has published a decree demanding that all film licences before 1950 be delivered to the Ministry of Education. The decree was interpreted in one dispatch as pre-saging withdrawal of licenses for Western nations' films in Hungary.

First Runs

(Continued from page 1)

orchestra and Harvey Stone on stage should do about \$48,000 in an adequate first week at the Capitol, representing some improvement over recent previous revenue. "The Outriders" is fair at Loew's State, where a first week's income is estimated at \$17,000.

"Perfect Strangers" with Tito Guizar on stage is likely to give the Strand about \$37,000 in a mild first week. "Mother Didn't Tell Me," with Beatrice Kay and others on stage will conclude a second and final week at the Roxy, with an estimated gross of \$40,000, which is dull business; it will be replaced on Friday with "Under My Skin." "Stage Fright" with a stage show at the Music Hall is headed for a mediocre third and final week's take of \$96,000; it will be succeeded on Thursday by "Woman of Distinction."

"Three Came Home" figures to take about \$21,000 in a fair third week at the Astor. Sixth week of "The Third Man" should bring about \$23,000 to the Victoria, which is good business. A very strong holdover is "Cinderella" at the Mayfair, which has about \$37,500 in prospect for a third week. "The Outlaw" probably will reach \$15,000 in an adequate fourth week at the Globe.

"The Astonished Heart" is fading at the Park Avenue, where the fourth week's gross is estimated at \$4,500. "Samson and Delilah" at the Rivoli should do about \$13,000 in a fair 12th week. "Fallen Idol" concluded a 17th week at the Sutton with a fairly healthy gross estimated at \$6,500.

"The Red Shoes" is holding up consistently at the Bijou, where a 73rd week's gross of \$8,300 is indicated. "Borderline" gave the Criterion about \$5,000 in its final three days, four short of a second week, representing slow business; it will be replaced today with "Outside the Wall." "Tight Little Island" is good enough at the Trans Lux, where the 11th week gross is figured at \$5,500.

Tax Repeal

(Continued from page 1)

Stam has taken on reduction of the tax to 10 per cent.

Though Stam is extremely influential in the deliberations of the committee, several members said they still felt the committee might end up with an exemption for tickets costing less than 50 cents, and repeal or reduction on tickets costing more.

Review

"The Big Hangover"

(Metro-Goldwyn-Mayer)

AN UNUSUAL blend of drama, comedy and social consciousness is contained in M-G-M's "The Big Hangover." A bright cast is headed by Van Johnson and Elizabeth Taylor with support coming from Percy Waram, Fay Holden, Leon Ames and Gene Lockhart. Despite a diffuseness of theme, the picture shapes up as reliable entertainment of popular appeal.

Johnson is presented in the serio-comic role of a fledgling lawyer who suffers from a strange allergy as a result of his war experience. During an enemy bombardment Johnson was in a cellar of a French monastery and a direct bomb hit smashed hundreds of barrels of brandy. For hours he was immersed in the brandy, barely escaping drowning. As a result of the ordeal, even the smell of the liquor sends Johnson into intoxication.

Now working for a distinguished law firm as a junior member, Johnson meets the boss' daughter, Miss Taylor. She promptly learns about the allergy, and being a dabbler in psychiatry, she sets out to cure it. Quite naturally Norman Krasna's screenplay sees to it that romantic developments envelop the two. Along with this angle, a theme of social tolerance is built up and takes shape in the form of Johnson's struggle with his own firm. It seems the firm has a snobbish and hypocritical attitude towards a distinguished Chinese doctor who is evicted from an apartment development of which the firm is the legal representative.

The events roll on to the happy finale which sees Johnson freed from his allergy, going to work in the city attorney's office and winning the hand of Miss Taylor. Krasna also produced and directed.

Running time, 82 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

M-G-M Shifts Field Forces

(Continued from page 1)

point where greater concentration can be given to sales activities and more direct contact be maintained between sales managers and branch offices."

As of next Monday, the M-G-M divisions will be: Eastern, Southern, Southwestern, Central, Inter-Mountain, Midwest and West Coast.

John S. Allen, formerly assistant to Rudolph Berger, Southern sales manager, has been appointed Southwestern sales head, with headquarters in Dallas, and will supervise the activities of the Dallas, Oklahoma City, Memphis and St. Louis offices. There will not be an assistant sales manager in the Southwest. Nor will Berger have a new assistant to replace Allen.

Frank C. Hensler, formerly assistant to John J. Maloney, Central sales manager, has been appointed Inter-Mountain sales manager, with headquarters in Kansas City, and will supervise Kansas City, Denver and Salt Lake City. Hensler will not be replaced at the Central division and himself will not have an assistant sales manager in Inter-Mountain.

John P. Byrne, Eastern sales manager, will continue to make his headquarters in New York. Herman Rippes, assistant Eastern sales manager, has been transferred to New York from Albany and will hereafter make his headquarters at the New

York-New Jersey exchange here, and for the present will confine his activities to the Greater New York Metropolitan area only.

Berger, as Southern sales head, with headquarters in Washington, hereafter will supervise Washington, Charlotte, Atlanta, New Orleans and Jacksonville.

Central sales manager Maloney, with headquarters in Pittsburgh, from now on will supervise Pittsburgh, Cleveland, Cincinnati, Indianapolis and Detroit.

Burtus Bishop, Jr., Midwest sales manager, with headquarters in Chicago, will supervise, as he has in the past, Chicago, Minneapolis, Milwaukee, Des Moines and Omaha. Ralph Maw has been assigned the duties of district manager over the territory supplied by the Minneapolis office and will make his headquarters there.

George A. Hickey, West Coast sales chief, will make his headquarters, as in the past, at Los Angeles and will supervise Los Angeles, San Francisco, Portland and Seattle. Samuel J. Gardner, assistant West Coast sales manager, who has heretofore made San Francisco his headquarters, will hereafter make Los Angeles his home base and for the present will confine his activities only to the area served by Los Angeles.

Wrather Deal

(Continued from page 1)

the Eastern Hemisphere rights, with Wrather and Schroeder-Rockefeller retaining the Western Hemisphere rights. Wrather conferred with Associated British Pathe, and British producers John Woolf and J. Arthur Rank regarding the project during his recent visit to London, and their participation is under consideration.

High Court By-passes

(Continued from page 1)

Pennware, and RKO, Loew's, 20th Century-Fox, and Paramount Film Distributing Corp.

Deny Dismissals

(Continued from page 1)

his wife in the Lake Charles Division of the Western District of Louisiana.

The suits involve the Delta and Palace theatres in Lake Charles. The distributors' counsel called the attention of the court to various other precedents where Federal Courts had overruled like motions to dismiss similar actions. No court has ever granted such an exhibitor motion, according to counsel for the plaintiffs.

Counsel for the distributors were Harry McCall, Jr., of the New Orleans law firm of Chaffe, McCall, Toler and Phillips, Thomas F. Porter, Lake Charles attorney, and Sargoy and Stein of New York.

Kirsch Names Drive Heads

CHICAGO, March 13.—Following a luncheon-meeting held by the amusements and recreation division to launch the industry's participation in the 1950 American Red Cross Fund for the Chicago area, Jack Kirsch, president of Allied of Illinois, and this year's chairman of that organization, announced the appointment of the following committees:

Circuit theatres: John Balaban, Elmer Balaban, James E. Coston, James Gregory, John Jones, Arthur Schoenstadt, Edwin Silverman and Frank Smith; independent theatres: Charles Lindau, Saul Lockwood, Howard Lubliner, Sinuel Roberts, and Jack Rose; distributors: Lou Berman, William Devaney and Jack Shumow; theatre equipment and supplies: Harold Abbott, Bob Flannery and Sam Levinsohn; unions: E. J. Atkinson, Thomas J. Burke, Edward Donovan, Frank Gorey, Clarence Jolas and Sam Lamasky; legitimate theatres: Herbert Ries; non-theatrical film companies: Harris Silverberg.

'Showmanship'

(Continued from page 1)

liam Penn, Pittsburgh; Taft, New Haven; Charlotte Hotel, Charlotte; Radisson Hotel, Minneapolis; Schroeder Hotel, Milwaukee.

Exhibitors in each exchange area will be invited to the showmanship sessions, which will be addressed by regional heads of Theatre Owners of America and Allied States and a local motion picture critic. Open forum discussions will take place in the afternoons. A presentation of 20th-Fox's "Showman's Guide to Better Business" will be made by representatives of the company's advertising and publicity department, each of whom will cover two meetings during the three-day period.

Fitzgerald First to Run 20th-Fox Institutional Ad

First to follow through after the two-day 20th Century-Fox conclave in Chicago last week was Harold Fitzgerald, president of Fox Wisconsin Theatres, who, within 24 hours of the close of the meeting, placed one of the 20th-Fox-prepared institutional ads in the Milwaukee *Sentinel*.

20th's Expansion

(Continued from page 1)

Spyros P. Skouras by plane Sunday night for London on business.

This, it was said, is in keeping with the company's showmanship policy as disclosed to some 300 exhibitors from all over the country and Canada, meeting in Chicago as guests of the company last week.

Skouras explained that his company is so convinced that the public demand for quality films will continue to grow that plans already have been made to increase the number of productions this year over last, and to increase even more the number of pictures to be made in 1951 for 1952 release. He said that Darryl F. Zanuck, production chief, is already charting the production schedule.

NO



He makes the most of moonlit moments . . .



IT'S mighty important to star . . . director . . . movie-goer . . . to have this moonlit moment come alive upon the screen.

And when it does—in all its subtlety of mood in light and shadow—the credit's due in no small measure to the important contribution of the laboratory control engineer.

For his knowledge of photochemistry, his "eye" for photographic quality . . .

his vigilant control of printing density and contrast . . . do much to make moonlight footage *look* like moonlight, and help to bring out the best in every frame of film.

Quality of film contributes, too; and this important assistance the laboratory control engineer is sure of when he works with the famous Eastman family of motion-picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

Columbia Pictures

is proud to announce that filming of

Robert Rossen's

production of

THE BRAVE BULLS

will start
this month
in the town of
San Miguel de Allende
in Mexico
and
the Plaza Mexico
in Mexico City



adapted from
Tom Lea's
best-selling novel

A story of people... of love... of courage!



MOTION PICTURE
DAILYAccurate
Concise
and
Impartial

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NEW YORK, U.S.A., WEDNESDAY, MARCH 15, 1950

TEN CENTS

Fee Controls
Embodied In
Ascap DecreeSociety Must Show That
Rates Are 'Reasonable'

An amended consent decree between the American Society of Composers, Authors and Publishers and the Department of Justice was entered in U. S. District Court here yesterday, authorizing Ascap to collect fees for the public performance rights to its music in motion pictures from film producers, but with the burden of proof on Ascap to establish the "reasonableness" of the rates requested by it. In the event the producer and Ascap are unable to reach an agreement on a "reasonable" fee, final determination will be made by the court.

The new judgment clearly frees theatremen from any responsibility for music payments to Ascap and its members and precludes any possible law suits on charges of copyright infringement.

The amended decree is an out-
(Continued on page 2)

Ascap Cartel
Suit Settled

At the same time the order was entered here yesterday amending the Ascap-Department of Justice domestic consent decree, Federal Judge Vincent Liebell also signed a consent judgment ending the government's international cartel suit against the Society.

The effect of this is to require Ascap to terminate all arrangements which give it the exclusive control of a foreign country's music, or which compel foreign music societies of authors and composers to deal only with Ascap.

Bank Asks Auction
Of RKO, UA Films

LOS ANGELES, March 14.—The Bank of America filed two Superior Court suits today asking for the foreclosure of mortgages and public auction of two 1947 releases to recover sums advanced by the bank.

One suit names Robert Riskin Productions and RKO Radio and sets forth that the bank loaned \$1,472,773 on "Magic Town," of which \$630,258

(Continued on page 2)

'Some Cut' in Tax
Seen; Outright
Repeal in Doubt

WASHINGTON, March 14.—Council of Motion Picture Organization's tax committee today declared that there now seems no doubt that some cut will be voted in the admission tax, and "the remaining area of doubt is whether there will be a mere reduction or outright repeal."

A bulletin from committee chairman Abram F. Myers urged all industry members to now redouble their efforts. "It is not enough to urge Congressmen to support total repeal," he declared. "They should be petitioned to work actively to that end."

Myers called "definitely encouraging" yesterday's action by Democratic members of the House Ways and Means committee in adopting the Eberharter resolution.

He declared that it was to be expected that the Republican move for an immediate cut in excises would be defeated on a strict party line vote, and that the most the industry could have hoped for from that motion anyway was a cut to 10 per cent. But the

(Continued on page 2)

Canadian Odeon
Sale to 20th Off

LONDON, March 14.—Spyros P. Skouras, 20th Century-Fox president, stated here today that J. Arthur Rank is refusing now to sell any part of his Canadian Odeon theatre holdings, or any of his previously mentioned London theatres to 20th-Fox, although the latter company still is willing to buy.

Skouras said that 20th-Fox plans to make four pictures here this year but

(Continued on page 2)

Johnson's 'Police State' Bill
Would Enslave Films: MPAA

WASHINGTON, March 14.—The Motion Picture Association of America in a statement issued late tonight charged that the Johnson bill "is a police state act, whether so intended or not."

MPAA says the bill "would subject the American motion picture industry to the same sort of governmental slave control that exists in all police states. Sen. Johnson has not thought through the implications of his bill."

Hollywood, like every other community, has its share of people who violate the moral code, MPAA admitted—but not more than its share.

ASK US LICENSING
OF FILMS, STARSFifty Independent
Film Importers
Form Organization

Establishment of an organization to represent film importers has been agreed upon by 50 independent foreign film distributors here and U. S. representatives of foreign film producers.

"In the first move to form an association in the common interest of independent film importers and representatives of producers abroad," a committee of 12 was named earlier in the week at a Hotel Astor meeting to formulate plans for a permanent organization.

The organization has as its objectives, as stated by the new group,

(Continued on page 2)

Denies Separate Trial
In Percentage Case

HAMMOND, Ind., March 14.—A decision favoring distributors in their percentage litigation has been handed down by U. S. Judge Luther Swygert, who denied exhibitors' motions for advance separate trials of their illegality defenses.

The exhibitor motions so denied were made in the eight percentage suits brought by major distributors

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Sen. Johnson, Colorado,
Sponsors Bill Aimed
At Morals Offenders

By J. A. OTTEN

WASHINGTON, March 14.—Letting loose one of the strongest anti-Hollywood blasts ever heard in Congress, Sen. Ed Johnson (D., Colo.) today introduced a bill to require Federal licensing of all films, actors, actresses and producers.

The aim: "To insure wholesome motion pictures for the people and to eliminate persons of low character from making and appearing in films."

The Johnson bill would deny licenses to persons found guilty of a crime involving moral turpitude or who admitted acts constituting the essential elements of such a crime, and to any film with such actors, actresses or producers or to any film that could contribute to juvenile delinquency or encourage contempt for law or public

(Continued on page 4)

29 Showmen's
Meetings Set

Fifteen additional regional showmanship meetings set by 20th Century-Fox yesterday brings the total of dates for the one-day sessions planned in each of the company's exchange centers to 29.

Latest dates are: Detroit, Los Angeles, Albany, Atlanta and Buffalo, March 21; Oklahoma City, March 22; New Orleans, Omaha, Denver, New York, Salt Lake City, Boston, Cincinnati, Portland and San Francisco, March 23.

(Continued on page 2)

Loop Stalemate Ends
On Paramount Bids

CHICAGO, March 14.—First Paramount film to be sold in the Loop under bidding since the company's new selling plant went into effect on Jan. 1 is "Riding High," which was won by Balaban and Katz, to open at the Chicago Theatre on April 21.

Prior to this film, Paramount had rejected Loop bids made on other films offered, having sold them under negotiation.

Personal Mention

AL LICHTMAN, 20th-Fox vice-president, will leave here for the Coast on Friday.

CHARLES D. PRUTZMAN became a grandfather for the second time with the birth of a son yesterday to Mr. and Mrs. **CHARLES PRUTZMAN, JR.**, in New Haven.

ROBERT WOLFF, RKO Radio managing director in Britain, left London for New York yesterday on the *S. S. Queen Mary*.

HENDERSON M. RICHEY, M-G-M exhibitor relations director, returned here yesterday from a Southern vacation.

Loew's 100% Behind 'Showmanship Drive'

Loew's circuit, including situations where 20th Century-Fox pictures are not played as well as those where they are, has gone into action to follow through on the "Movies-Are-Better-Than-Ever" drive spearheaded by the Chicago "Showmanship Meeting" sponsored by 20th-Fox.

Joseph R. Vogel, Loew's vice-president in charge of theatre operations, has asked all division managers and theatre staffs to cooperate in the 20th-Fox-inspired campaign. Loew's managers will attend the regional exhibitor meetings in exchange centers and follow through on slogans and other promotions outlined in Chicago.

29 Meetings Set

(Continued from page 1)

Home office representatives will attend many of the meetings to present the 20th Century-Fox plan of showmanship which was the basis of discussion at the recent Chicago conference. It is understood that Motion Picture Association of America president **Eric Johnston** has been invited to the New York meeting.

Canadian Odeon

(Continued from page 1)

expressed concern over difficulties facing production in Britain, particularly the restrictive practices of trade unions which possibly might lead to cancellation of his company's British production plans. That, however, is clearly conditioned on the outcome of the forthcoming talks on the Anglo-American remittance agreement.

Mrs. M. M. Clawson

Mrs. M. M. Clawson, widow of the late Dr. Frank A. Clawson and mother-in-law of A. W. Smith, Jr., 20th Century-Fox sales vice-president, died at her home in Meadville, Pa., last night, according to word received at 20th-Fox's home office. Services will be held Friday at the Baptist Church of Meadville.

Biggest Production Era Faces Coast: Blumenthal

Hollywood is on the threshold of its biggest production era, A. Pam Blumenthal, board chairman of the newly-formed Fidelity Pictures Corp., declared here yesterday.

To some extent, Blumenthal said, the requirements of television will inaugurate the production boom he foresees. But, in Blumenthal's opinion, television will not turn out to be the motion picture industry's major competitor. Instead it will evolve into "one of the biggest adjuncts" of the industry, he believes.

It was on the theory that now is the time to "gamble" on the future of the motion picture business that Fidelity was formed with a production sched-

ule of 10 pictures in two years, Blumenthal said. The company's first five, all to be made this year, will be financed jointly by the Bank of America and Fidelity. The latter's president is Howard Welsch and its executive vice-president is Chester Erskine. Universal-International will release the first two, "Man on the Run" and "Illegal Bride," with the first to go before the cameras at Hollywood Motion Picture Center on April 22.

Budgets on Fidelity productions will be limited to \$700,000 each, Blumenthal reported, adding that broad merchandising and advertising programs will be formulated on each film.

Importers Organize

(Continued from page 1)

the improvement of trade practices; the expansion of outlets; the setting up of a clearing house of information available to foreign film distributors, exhibitors and producers; the establishment of closer relations with foreign producers to acquaint them with the distribution problems of imported film in the U. S.; the publication of reports and bulletins and the launching of a public relations program to advance the interests of specialized films in this country.

Cut in Tax

(Continued from page 1)

Democratic members, he pointed out, substituted a resolution that the committee will examine all excises that are regressive, enter into business costs, and have discriminatory competitive effects. COMPO's representatives made a strong plea for repeal of the admission tax on the ground it was regressive and taxed those with small incomes more than those with high incomes, Myers said.

COMPO's tax committee will meet here Thursday to review progress.

Bank Asks Auction

(Continued from page 1)

plus interest amounting to \$57,476 is still unpaid.

Another suit, naming Charles Rogers' Embassy Pictures and United Artists, states the bank lent \$817,500 to finance the production of "Fabulous Dorseys," of which \$260,486 plus \$27,274 interest is still owing.

Percentage Trials

(Continued from page 1)

against Peter G. Mallers and other defendants in Federal court. The suits involve 11 theatres in the Mallers Circuit, in Bluffton, Tipton, Portland, Warsaw, Greenfield and Ft. Wayne, all in Indiana, and Defiance, Ohio.

The motions were argued before Judge Swygert by Edward A. Sargoy of New York, who appeared for the distributors with James E. Lesh of the law firm of Dailey, Dailey and Lesh.

Ascap Decree

(Continued from page 1)

growth of a District Court decision here in the private action brought by members of the Independent Theatre Owners Association which found Ascap in violation of the anti-trust laws and enjoined the society from theatre collections. Judge Vincent Liebell, who had decided the private ITOA action, also signed the new consent decree.

Producer Clears Rights

Both the synchronization rights to music, for which the producers always have paid, and the public performance rights are to be cleared by the producer at the same time. The producer is free to deal with Ascap or the Ascap member who owns the copyright and may license each composition individually, or a group of musical compositions on a "per film" basis, or may take a blanket license covering production for perhaps an entire year.

All motion picture music provisions of the decree are for a trial period of two years.

Ascap is enjoined from exacting any charge for the performance of any music in productions occurring prior to the entry of the decree and new licenses shall be limited to pictures produced or in production not later than one year after the effective date of the licenses.

Limit Voting Power

No Ascap board member or officer who has an interest in a motion picture company, such as through an affiliate or subsidiary, shall participate in or vote on any question relating to the licensing of music by that film company. This is directed to limit the influence of Loew's, Warners and Paramount, each of whom operates music-publishing subsidiaries.

Extensive changes in the Ascap articles of association are ordered "to assure its members an opportunity to protect their rights."

The procedure pertaining to determination of "reasonable" rates for the Ascap music was set down as follows: Upon receipt of written request, Ascap will advise the producer of what it considers the proper payment. If agreement is not reached on a satis-

Newsreel Parade

PRESIDENT AURIOL'S visit to London and President Truman on vacation are newsreel highlights in current issues. Other items include Belgium's elections, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 22—President Truman on vacation. Belgians vote to recall King. President Auriol in London. Jet-powered helicopter. America speaks on Coplon-Gubitchev case. Fancy dancing. Baseball training. England: steep climb.

NEWS OF THE DAY, No. 256—London: Royal honors to President Auriol. Belgians vote for return of king. Glider thriller. United States wins world skating meet. Connie Mack starts 50th season. Baseball. England: steeplechase classic.

PARAMOUNT NEWS, No. 59—England: horse racing. Belgium elections. Latest Paris fashions. The New Year in China. London: President Auriol hailed on visit. Baseball training.

TELENEWS DIGEST, No. 11-A—London welcomes President Auriol. African tribal leader fights for return. France: General Confederation of Labor calls transportation strike. England: jet-propelled car. American pilgrims in Italy. Gubitchev permitted to return to Russia. Well dug in Brooklyn's Ebbetts Field. Unveil Mona Lisa painting. Paris: fashions.

UNIVERSAL NEWS, No. 334—President Auriol at the opera. Steeplechase thrills. Jet-propelled helicopter. Spring baseball training gets underway. Washington bear-skin club. Ice skating in England.

WARNER PATHE NEWS, No. 61—Belgium plebiscite. Awards made to outstanding American women. President Auriol at the opera in London. "Stage Fright" awards to students. Doe goes to school. Hawaiian fashions. Baseball training. Skiing.

factory figure in 60 days, the applicant may ask the court for a determination of a "reasonable" fee. Until the final determination is made, the producer is free to use the music, subject, finally, to the terms ultimately set down by the court.

As for radio and television, entire networks are permitted to take blanket Ascap licenses without any requirement for separate licenses for each affiliated station.

At the brief court session here yesterday, Sigmund Timberg represented the Department of Justice. He said that so far as could be determined all music users had been asked for their views on the subject and he believes the decree to serve the best interests of all, in a non-discriminatory fashion.

Signing for Ascap were Robert P. Patterson, Herman Finkelstein and Louis D. Frohlich.

Non-discriminatory Licenses For All, Bergson Points Out

Assistant U. S. Attorney General Herbert A. Bergson, in a statement issued from Washington, stressed yesterday that the new Ascap consent decree directs that "Ascap may not interfere with the right of a member at any time to license his own music, or to withdraw and take with him the music which he has put into Ascap's hands for administration."

Attorney Milton C. Weisman disclosed yesterday that his Independent Theatre Owners Association clients have achieved their purpose in the Ascap case, that of protecting exhibitors, and for this reason their appeal of the Ascap decision will be dropped.

THE WORLD WANTS TO LAUGH!

"Thanks Leo, you make the best comedies of all. I feel a MIRTHQUAKE coming on!"



the poet
↓



"I really cannot tell a fib
You know how gay is 'ADAM'S RIB'
But now 'REFORMER AND THE REDHEAD'
Will fill your house, without a deadhead!
And soon 'THE SKIPPER SURPRISED HIS WIFE'
Will bring the laughs of daily life.

BUT HERE'S A SHOW
YOU'D BETTER GRAB, MAN
READ THIS REVIEW
OF 'YELLOW CAB MAN'!"



Read every word of this Money Review from FILM BULLETIN (Feb. 27, 1950)

"'YELLOW CAB MAN' RIOT OF FUN. WILL TOP 'FULLER BRUSH'!

The phenomenal popularity of 'The Fuller Brush Man' is sure to be duplicated—and probably surpassed—by this new Red Skelton starrer from M-G-M. Sure to make the masses howl. Top attraction."



M-G-M presents RED SKELTON in "THE YELLOW CAB MAN" Co-starring GLORIA DE HAVEN with WALTER SLEZAK
EDWARD ARNOLD • JAMES GLEASON • Screen Play by Devery Freeman and Albert Beich • Story by Devery Freeman
Directed by JACK DONOHUE • Produced by RICHARD GOLDSTONE

U. S. Licensing of Films, Stars

(Continued from page 1)

or private morality. Any one acting in or producing or distributing a film without a license could be fined, and exhibitors could be fined for showing unlicensed films.

Using the recent "Stromboli" affair as his main text in support of his bill, Johnson lashed out viciously at Ingrid Bergman, Roberto Rossellini, RKO, and Motion Picture Association of America president Eric Johnston.

His speech covered six, single-spaced, legal-sized pages, and the entire address was so strong in tone that reporters hastened to make sure it had all been inserted in the *Congressional Record* to protect themselves from libel suits.

Although Johnson is chairman of the Senate Interstate Commerce Committee and in a position to push the bill, which was referred to his group, observers do not give it any chance of getting anywhere this year. Nonetheless, industry officials were dismayed at the effect the attack might have on the industry's tax fight and on the attempts to have motion pictures given protection under the First Amendment.

Attacks Johnston

Johnson's attack on Eric Johnston was especially strong. He noted that baseball and motion pictures were America's two favorite pastimes and

that both had appointed czars to "guard against the inherent dangers always present in the entertainment world."

The baseball czar, he said, "has met his responsibility with courage, decisive action and good judgment; while, unfortunately, the motion picture czar is merely the front for the money changers of his association. With one eye on the cash register and the other constantly winking at evil, he has permitted scandal to pile up on scandal, until the movies, a powerful influence for wholesome life, has lost the confidence of the people." If a ball player is of bad moral standing, he is fined or suspended, Johnson said. "On the other hand, if a film producer or star becomes involved with the underworld which makes him or her notorious, he gets top booking."

Would 'Protect' Public

Johnson said Congress could no longer let Hollywood "run roughshod over the righteous indignation of an aroused American public. The public must not be left impotent and without a remedy as they were when 'Stromboli' was forced down their throats."

License fees under his bill would produce more than \$4,000,000 a year, he estimated. Licensing would be administered by the Commerce Department. Actors or actresses would pay a \$1 license fee, producers a \$100 fee,

and the fee for each film would be \$10,000. Any denial of a license could be appealed to the courts. Licenses could be revoked if something happens after the license has been issued which would have warranted the Secretary to refuse to grant a license on the original application.

Actors or actresses who play without license would have a \$1,000 fine; producers who make films without license a \$5,000 fine; distributors who ship unlicensed films a \$10,000 fine; and exhibitors who show unlicensed films a \$1,000 fine.

Leash for 'Mad Dogs'

Johnson frequently admitted that Hollywood as a whole is "meeting its over-all challenge admirably well" and that it is made up of "fine, wholesome, clean respectable God-fearing people, whose standards with respect to decency are as high if not higher than any cross-section of American life." But, he said, publicity is an essential part of the motion picture industry and "sin receives a big play. What is proposed here is a practical method whereby the mad dogs of the industry may be put on a leash to protect the public morals; nothing more."

While much of Johnson's speech was a bitter attack on Miss Bergman and Rossellini, he also took out after RKO's publicity campaign on "Stromboli" and the fact that the Motion Picture Association did nothing to stop the film.

RKO, he said, "watched this sickening scandal develop and unfold, smacked their greedy lips and laid

'Inevitable,' Myers Says; 'Will Hurt'

Washington, March 14.—Commenting on Senator Johnson's speech, Allied States general counsel Abram F. Myers said that "while the attack was unheralded and unexpected it was certainly inevitable."

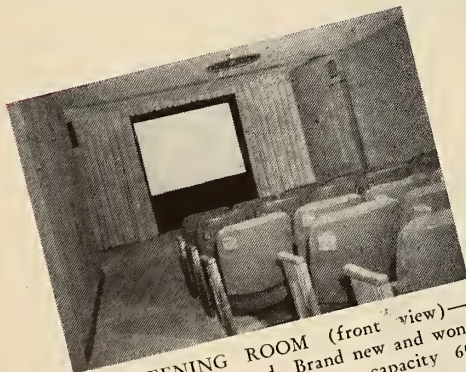
He declared that such a speech and such a bill was bound to come soon or later so long as Hollywood continued to ignore the pleas of Allied and other groups for some disciplinary action against erring stars.

"I am most concerned about what the attack will do to our fight on the tax bill," he declared. "Allied made the same point for two years within the industry with the Finneran plan and was ignored. The results will hurt us all."

deep plans to convert its morbid appeal into cash." He said they released the film Feb. 15 because that was when the baby was slated to arrive. "The nauseating, commercial opportunism displayed by this corporation and their partner, the vile and unspeakable Rossellini, sets an all-time low in shameless exploitation and disregard for good public morals."

ANNOUNCING BONDED'S *Film Center Theatre*

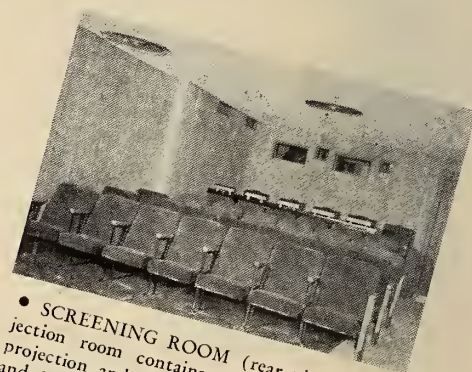
FOR TRADE, PRIVATE AND BUSINESS SCREENINGS



• SCREENING ROOM (front view)—Fashionably decorated. Brand new and wonderfully comfortable seating—capacity 60. Fully air-conditioned.



• RECEPTION and WAITING ROOM—Only one of its kind in the New York area. Finished in the smartest decor. Complete with lounge chairs and other facilities for your comfort and privacy.



• SCREENING ROOM (rear view)—Projection room contains most modern RCA projection and sound equipment for 35MM and 16MM screenings.

Bonded's new "Film Center Theatre" is designed for ultimate comfort and luxury. A miniature 60-seat theatre with exactly the right atmosphere for your private screenings. Centrally located — right in the Film Center Building on the 14th floor. Available for day and night screenings. Call Circle 6-0081-2-3 for reservations.

BONDED

FILM STORAGE CO., INC.

• 630 NINTH AVENUE, NEW YORK 19, N. Y.

MOTION PICTURE DAILY

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NEW YORK, U. S. A., THURSDAY, MARCH 16, 1950

TEN CENTS

Basic Issue of Censorship To High Court

'Curley' Petition Seeks Rule on Constitutionality

WASHINGTON, March 15.—The United States Supreme Court today was asked to declare motion picture censorship unconstitutional in a petition filed by United Artists and Hal Roach which asks the tribunal to review the "Curley" case. Motion Picture Association of America is lending its support in pressing the issue.

Possible significance beyond the legality of film censorship is seen by some industry attorneys who believe that a Supreme Court opinion holding censorship in violation of the First Amendment, which guarantees freedom of press and speech, would pave the way to exemption of films from excise taxes, similarly as newspapers and magazines are exempt.

The UA-Roach petition asserts film

(Continued on page 5)

Push 'Showmanship' Enthusiasm: Schine

GLOVERSVILLE, N. Y., March 15.—A meeting of all department heads of the Schine Circuit board heard an enthusiastic report from Louis W. Schine, Gus Lampe and Seymour Morris, home office representatives, on last week's 20th Century-Fox "showmanship meetings" in Chicago, which they attended along with 300 other circuit executives and exhibitors.

Schine explained the details of the

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Boston Concentrates On 'Showmanship'

Boston, March 15.—Effective today and to run indefinitely, all motion picture theatre display advertisements in Boston newspapers will carry the line: "Movies Are Better Than Ever," keynote motto for the "Showmanship" drive which evolved from last week's "Showmanship Meetings" held in Chicago under the sponsorship of 20th Century-Fox.

23 Features, 4 Reissues from Para. in 1950

HOLLYWOOD, March 15.—Paramount has scheduled 23 features and four reissues for 1950, compared with 25 features and four reissues in 1949, the company disclosed here today in its annual product announcement. The 1950 program follows:

"Dear Wife" is now going into release, with William Holden, Joan Caulfield, Billy De Wolfe, Mona Freeman and Edward Arnold, and directed by Richard Haydn, to be followed with two Easter holiday releases: Frank Capra's "Riding High," starring Bing Crosby, and "Captain Carey, U.S.A.," co-starring Alan Ladd and Wanda Hendrix, directed by Mitchell Leisen and produced by Richard Maibaum.

"No Man of Her Own," starring Barbara Stanwyck and John Lund, di-

(Continued on page 2)

Denver Allied Meet To Be Held May 16-17

DENVER, March 15.—Allied Rocky Mountain Independent Theatres has set its annual convention for May 16-17 at the Cosmopolitan Hotel here. With John Wolfberg, president, in the chair, several national Allied officers and board members are expected to be present and make talks. Possible effects of television on theatres will be a major subject.

It is expected that most of the exhibits at the drive-in owners' convention in Kansas City just prior to the meeting will be brought here.

SEE TAX CUT ROUNDING OUT PRICES TO NEAREST NICKEL

O'Dwyer to Address 20th-Fox Meeting

Mayor William O'Dwyer of New York will be a principal speaker at the 20th Century-Fox "Showmanship Meeting" of this area, to be held at the Hotel Astor on March 23, it is announced by Martin Moskowitz, Empire State sales division manager, and Sam Diamond, New York branch manager.

Moskowitz said attendance by 1,000 exhibitors, representing 1,086 Metropolitan area theatres, is indicated. An open forum, luncheon, special addresses, a cocktail party and a "sneak" preview at the Roxy are on the meeting agenda.

FOUR SENATORS HIT JOHNSON FILM BILL

New Delay for RKO, Metropolitan Split

The repeatedly postponed deadline for RKO's action on disposing of its stock interests in Metropolitan Playhouses here was put off again yesterday, the new date being set at March 22. RKO's shares in the circuit amount to about one-sixth of the total ownership and must be divested under terms of the company's consent decree in the industry anti-trust suit.

Warner Strike Vote Monday

IATSE leaders here have given Warner's 525 home office "white collar" workers permission to take a strike vote, it was revealed yesterday by Russell Moss, executive vice-president of "IA" Motion Picture Home Office Employees Local No. H-63. Permission was granted in a letter signed by Thomas J. Shea, assistant to "IA" international president Richard F. Walsh.

The local already has called a general membership meeting for Monday night at Palm Gardens here, to vote on strike action. First threat of a strike came last week when Walsh was petitioned for permission

(Continued on page 2)

Republican Solons Praise Industry; Call Licensing Bill 'Unconstitutional'

By J. A. OTTEN

WASHINGTON, March 15.—Four U. S. Senators today took the Senate floor to defend the motion picture industry and to criticize Sen. Ed Johnson's (D., Colo.) film licensing bill.

The inevitable counterattack against the Johnson bill was launched by Sen. Alexander Wiley, Wisconsin Republican, who warned that the bill would certainly be declared unconstitutional and called on the Senate Interstate Commerce Committee to defeat the measure.

Soon after Wiley's speech, Senators William F. Knowland (R., Calif.) and Edward J. Thye (R., Minn.) made statements in defense of the industry, and Sen. Harry Cain, Washington Republican, ended the day with

(Continued on page 5)

20th Speeds Filming; 12 in Work by May

Acting immediately upon plans for the expansion of studio facilities and the subsequent increase in the number of releases for 1951 and 1952, 20th Century-Fox has set an intensified shooting schedule for the next two-and-a-half months, the company reported here yesterday. Darryl F. Zanuck, production vice-president, and his studio staff will have 12 pictures

(Continued on page 2)

Sees End of Freeze On Video Licenses

Washington, March 15.—Federal Communications Commission Chairman Wayne Coy indicated yesterday that the freeze on television licenses might be over by the end of the year.

"I hope (I do not predict) that the Commission will be able to resume the processing of applications before this year is out," Coy told a University of Oklahoma radio conference.

WASHINGTON, March 15.—If the admission tax is cut or repealed, will the theatre ticket price be reduced by exactly the amount of the tax cut?

Informed industry observers here believe that the answer to that question is "on an average, yes, but in each individual case, no. In some cases, the reduction may be more; in some cases, less."

Here's the way they figure. No one likes to handle pennies. It's a headache for the exhibitor and a nuisance for the patron. So if the tax is cut and the exhibitors want to live up to their promises to pass on the saving, they will probably exercise a little discretion and round prices off

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NEWS in Brief . . .

CHARLES CHAPLIN has transferred the rights of his past feature comedies to a new company, Celebrated Films Corp., in preparation for their re-release by United Artists, with a program to be worked out within the next few seasons.

First on the schedule is "City Lights," which has been booked by the Globe Theatre here.

Hollywood, March 15.—Joseph I. Breen, head of the Production Code Administration, gave a lunch today for Renato Gualino, president of the Italian Film Producers Association, and studio international department heads. Gualino is visiting all major studios here during his four-day stay.

KANSAS CITY, March 15.—After a meeting in Milwaukee, Charles P. Skouras and a group of district managers of National Theatres met here with executives and managers of Fox-Midwest, to lay plans for the eighth annual "Charles Skouras Drive" that begins at Easter.

The drive will cover 21 weeks this year, seven more than previously. The group will meet in Denver tomorrow.

Washington, March 15.—The Federal Communications Commission has suggested "a filing fee could be required to accompany" each application for a radio or television station. The Commission made the observation in a letter to the Senate Executive Expenditures Committee, which is studying ways of making business pay for special Federal services.

DETROIT, March 15.—Hatton Taylor, RKO Radio manager here, will leave Friday to take over the RKO Boston exchange. Murray Devaney, RKO manager in Montreal, is coming here to take Taylor's place.

Chicago, March 15.—The village of Skokie, Ill., has no authority to prohibit the building of a drive-in theatre, Superior Judge Philip Sparboro ruled here today. He held the ordinance invalid because it attempts to prohibit the operation of a lawful business.

David Golding, publicity manager, and Stirling Silliphant, in charge of special promotions for 20th Century-Fox, met with State Department and Army Air Force officials in Washington this week to formulate mutual promotion plans for the release of the Berlin-filmed production, "The Big Lift."

\$9,700 for 'Samson'

QUEBEC, March 15.—The first three days' gross from Cecil B. DeMille's "Samson and Delilah" at the Capitol Theatre "is larger than what is a normal two weeks' business," according to Paramount.

It is understood that the picture, which opened last Friday, registered an all-time three-day record \$9,700.

Personal Mention

WALTER L. TITUS, Republic division manager, left here yesterday for Indianapolis, first stop on a trip to Memphis, Tulsa, Oklahoma City and Dallas.

PHILIP MILES, Samuel Goldwyn exploiteer, left here yesterday for Detroit.

GLEN SLIPPER, head of the National Theatre Supply branch at Omaha, and **ELAINE BRAUN**, have been married.

JAY GOLDEN of the Golden Gate Theatre in San Francisco, is in Los Angeles.

ROBERT GOODFRIED, Eagle-Lion publicist, is in San Francisco from Los Angeles.

F. J. A. McCARTHY, Universal International Southern and Canadian sales manager, is in Memphis from New York.

SAM GALANTY, Columbia's Mid-Eastern division manager, is at Doctors Hospital in Washington, convalescing from virus pneumonia.

E. K. O'SHEA, Paramount Film Distributing Corp. vice-president, has returned here from St. Louis.

OSCAR F. NEU, president of Neu-made Products, and **MRS. NEU** have returned here from Los Angeles.

BEN GOETZ, M-G-M British production head, will fly to London tomorrow.

Push Showmanship

(Continued from page 1)

"Movies Are Better Than Ever" campaign. It was decided to call upon the entire Schine personnel and resources to support the campaign. J. Meyer Schine presided over the meeting and stated that the enthusiasm carried back from Chicago must immediately be transfused into the men in the field.

Chicago Newspapers Run 'Showmanship' Slogan

CHICAGO, March 15.—Following through on the 20th Century-Fox conclave here last week, the Chicago *Herald-American*, through the efforts of Bill Hollander, Balaban and Katz advertising head, starting today and to run indefinitely, is using the slogan "Movies Are Better Than Ever" throughout its entire movie directory. It appears more than 20 times. The Chicago *Daily News* and *Sun-Times* will cooperate in the campaign by running the slogan through their directories starting Thursday and Friday, respectively. The Warner Theatre circuit is running the slogan in all its ads.

Roger Ferri Will Outline 20th-Fox 'Showmanship' Plan at Boston

Roger Ferri, editor of the 20th Century-Fox *Dynamo*, will present the company's showmanship plan for increased business at the company's Boston regional "Showmanship Meeting" next Tuesday.

Similar addresses at various meetings to be held around the country next week will be made by company field exploiters Ed Solomon of Chicago, Ted Tod of Kansas City, and Ed Yarbrough of San Francisco.

250 Additional Runs Set for 'Samson'

More than 250 pre-release runs of Cecil B. DeMille's "Samson and Delilah" have been set for the next 30 days by A. W. Schwalberg, president of Paramount Film Distributing Corp. "Samson" has already been seen by more than 3,200,000 at 68 pre-release runs," Schwalberg stated.

20th Speeds Filming

(Continued from page 1)

in work before the end of May.

Currently in production are "I'll Get By," Technicolor musical starring Bill Lundigan, June Haver and Harry James, and "Stella," with Ann Sheridan, Vic Mature and David Wayne.

In April there will be "All About Eve," with Bette Davis, Anne Baxter and George Sanders; Tyrone Power and Micheline Puelle in "An American Guerilla in the Philippines"; "Trumpet to the Morn," starring Richard Widmark, Vic Mature and Jean Peters; "Old Eight-Eighty," tentatively set for Walter Huston; "The Mudlark," to be filmed in England, with Irene Dunne; "Halls of Montezuma," with Richard Widmark, and Susan Hayward and Hugh Marlowe in "Sense of Guilt," to be made in Canada.

May production calls for "Take Care of My Little Girl"; "The Life of Ben Hogan"; Clifton Webb in "For Heaven's Sake"; "The Man Who Sank the Navy," and "The Man on the Ledge," to be produced by Sol Siegel.

See Tax Cut

(Continued from page 1)

to the nearest nickel. Thus, a ticket costing 50 cents today is made up of a 42 cents admission price and eight cents tax. If the tax is repealed, the theatre probably will not charge 42 cents but instead will take an additional two cents loss itself and charge 40 cents.

On the other hand, a ticket today selling for 70 cents is made up of 58 cents for the theatre and 12 cents tax. Instead of going to 58 cents if the tax is repealed, the price will probably be 60 cents.

WB Strike Vote

(Continued from page 1)

to poll the Warner employees involved.

This is the outgrowth of six months of unsuccessful negotiations looking to a contract retroactive to Sept. 1, 1949. The union and the company have been operating on a contract extension which gave either party the right to cancel on seven days' notice.

23 for Para. '50 Release

(Continued from page 1)

rected by Leisen and produced by Maibaum, for May release. "The Eagle and the Hawk," William Pine-William Thomas production in Technicolor, starring John Payne, Rhonda Fleming and Dennis O'Keefe, directed by Lewis R. Foster, **see** May 30 release.

Now going into release is "Paid in Full," Hal Wallis production, starring Robert Cummings, Elizabeth Scott and Diana Lynn. William Dieterle directed.

During the spring-summer period four re-releases will supplement the regular product. They will be released on a bi-zonal plan of distribution to make a larger number of prints available in any one given area. Under this plan, "Beau Geste" and "Lives of a Bengal Lancer" will be released in the "East zone" during March and in the "West zone" in June. "Wake Island" and "So Proudly We Hail" will be released in the West during March and in the East during June.

For Latter Half of '50

Pictures to be released during the latter half of the year include the following.

"Fancy Pants," starring Bob Hope, in Technicolor, co-starring Lucille Ball, directed by George Marshall, produced by Robert Welch.

"Sunset Boulevard," starring William Holden, Gloria Swanson and Erich von Stroheim, directed by Billy Wilder, produced by Charles Brackett.

"Mr. Music," starring Bing Crosby, Nancy Olson, Charles Coburn and Ruth Hussey, directed by Richard Haydn, produced by Robert Welch.

"Let's Dance," with Betty Hutton and Fred Astaire, Technicolor musical, directed by Norman Z. McLeod, produced by Robert Fellows.

Hal Wallis' "The Furies," starring Barbara Stanwyck, Wendell Corey and Walter Huston, directed by Anthony Mann.

"Copper Canyon," in Technicolor, starring Ray Milland, Hedy Lamarr, Macdonald Carey, Mona Freeman and Harry Carey, Jr., directed by John Farrow, produced by Mel Epstein.

"United States Mail," starring Alan Ladd and Phyllis Calvert, directed by Lewis Allen, produced by Robert Fellows.

"September Affair," Wallis production, starring Joan Fontaine, Joseph Cotten and Francoise Rosay, directed by William Dieterle.

Reissues for Holidays

"Union Station," starring William Holden, Nancy Olson and Barry Fitzgerald, directed by Rudy Mate, produced by Jules Schermer.

"The Lawless," Pine-Thomas production, starring Macdonald Carey and Gail Russell, directed by Joseph Losey.

"My Friend Irma Goes West," Wallis production, directed by Hal Walker.

Two re-releases selected from among top releases of previous years suitable for the Christmas-New Year holiday season will also be available.

Cecil B. DeMille's "Samson and Delilah" will continue in special pre-release.

Other productions which complete the current year's films and which have been released since last Jan. 1 include William Wyler's "The Heiress"; the Bob Hope-Rhonda Fleming starrer, "The Great Lover"; Wallis' "Thelma Jordan"; and the Pine-Thomas production, "Captain China."

'Colonel' Thornton, 84, 50 Years an Exhibitor

PORTLAND, Ore., March 15.—"Colonel" Graham Thornton Woodlaw, 84, dean of exhibitors of the Pacific Northwest, who operated the Circle Theatre in Portland for almost 50 years, died at his home here this week after a lingering illness.

Some 42 years ago he built several suburban theatres. He also operated the Bagdad, Egyptian and Bob White.

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JAMES STEWART • SHELLEY WINTERS
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"WINCHESTER '73"

Directed by ANTHONY MANN

MARJORIE MAIN • PERCY KILBRIDE

**"MA AND PA KETTLE
GO TO TOWN"**

Directed by CHARLES LAMONT

RICHARD CONTE • COLEEN GRAY

"THE SLEEPING CITY"

Directed by GEORGE SHERMAN

JAMES MASON • MARTA TOREN • DAN DURYEA

"ONE WAY STREET"

Directed by HUGO FREGONESE

MARTA TOREN • JEFF CHANDLER

"DEPORTED"

Directed by ROBERT SIODMAK

AUDIE MURPHY • GALE STORM

"THE KID FROM TEXAS"

Color by TECHNICOLOR

Directed by KURT NEUMANN

MAUREEN O'HARA • MACDONALD CAREY

"COMANCHE TERRITORY"

Color by TECHNICOLOR

Directed by GEORGE SHERMAN

SCOTT BRADY • MONA FREEMAN

ANDREA KING

"I WAS A SHOPLIFTER"

Directed by CHARLES LAMONT

RICHARD BASEHART • MARILYN MAXWELL

SIGNE HASSO • DOROTHY HART

"OUTSIDE THE WALL"

Directed by CRANE WILBUR

AUDIE MURPHY • WANDA HENDRIX

BURL IVES • DEAN JAGGER

"SIERRA"

Color by TECHNICOLOR

Directed by ALFRED E. GREEN

DONALD O'CONNOR • GALE STORM
WALTER BRENNAN • VINCENT PRICE • EVE ARDEN

**"CURTAIN CALL
AT CACTUS CREEK"**

Color by TECHNICOLOR

Directed by CHARLES LAMONT

RONALD REAGAN • CHARLES COBURN

RUTH HUSSEY • EDMUND GWENN

SPRING BYINGTON

"LOUISA"

Directed by ALEXANDER HALL



Senators Assail Johnson Bill Censorship

(Continued from page 1)

a warm personal defense of Motion Picture Association of America president Eric Johnston.

The statements by the four Senators came as Sen. Johnson, chairman of the Interstate Commerce Committee, announced that he has tentatively scheduled hearings to start on the bill before the full committee the week of April 17. Johnston said MPAA president LEO Johnston would be invited to testify, and anyone else interested in being heard should contact the committee. Committee officials indicated they thought the hearings might last two or three weeks.

Bill's Chances Slight

Though the chances of the bill's getting anywhere are slight—Senate Majority Leader Lucas has already said he doubted the Senate could get around to it this year even if the committee reported it—the hearings could do substantial damage to the industry through the publicity that will be generated.

"This is no trial balloon," Johnston said today. "I mean business."

Wiley, in his Senate speech, admitted that he shared Johnson's concern over the "Stromboli" incident and any other action by the motion picture industry that might seek to commercialize on moral code violations, but strongly questioned whether the licensing bill was the way to deal with such situations.

"To generalize on the individual, isolated case of 'Stromboli' misconduct and to ask that a whole system of Federal regimentation be set up to prevent such comparatively rare abuses is, I believe, to commit a grave mistake," he declared. "Why use a 100 barrel shot-gun where a flit gun would do. I for one, therefore, would oppose, as I am sure practically every member of the Senate would oppose, this bill with its tremendous implications of a European police-state, a Soviet-type OGPU. The bill would vest in the Department of Commerce dictatorial powers which could mean life and death over the entire motion picture industry."

Wiley suggested the right way to assure Hollywood's abiding by the moral law would be for the American people to refuse to patronize objectionable pictures and to refuse to support objectionable actors or actresses by box-office patronage.

"Whenever Hollywood learns that the American people will not patronize any pictures featuring a particular individual, that individual quickly leaves the Hollywood scene," the Wisconsin Republican declared. He emphasized that many organizations such as the Legion of Decency already look into the moral quality of films, and "I do not believe that we need any Federal Gestapo to supplement their powers."

Treasury Cleared 'Stromboli'

"Stromboli" was foreign-made, Wiley told the Senate, and if it had any morally objectionable material, the Treasury would not have admitted it to the U. S.

Wiley took issue with Johnson's characterization of MPAA president Eric Johnston as a "czar," and said while MPAA could approve or disapprove any film "it does not possess

czaristic power to ban a particular individual appearing in a film."

Licensing has been suggested many times before, Wiley said, "but Congress has always wisely rejected any such move."

He agreed with Sen. Johnson that we need a moral crusade, but added that the majority of Hollywood shares this view and deplores the Bergman-Rossellini affair as much as Johnson himself. "Let us not ape Russian Gestapo tactics," he concluded. "Let us not destroy the Constitution under the guise of protecting the Constitution."

Wiley put in the *Congressional Record* the statement issued by the MPAA late yesterday. As did the MPAA statement, Wiley stressed Hollywood's contributions in war and peace. "Hollywood needs no defense on my part or anyone else's part," he said. "This vast industry should not be judged and condemned on the basis of a few disgusting, isolated instances of moral misconduct or suggestive advertising or crude commercializing."

Punishes Entire Industry

Sen. Knowland warned that it would be a "very great mistake to come in with licensing to punish an entire industry because of the action of a few." Declaring that the American film companies were pre-eminent among the world's film industries, Knowland stressed the role of the industry during the war and in behalf of private charity drives today. "Too often," he said, "we are apt to take a situation not representative of the industry and magnify it out of all proportion. The overwhelming number of people in Hollywood are fine family people, devoted to their community and taking part in community affairs."

Sen. Thye commended Knowland for "bringing to the attention of the Senate what the motion picture industry has done to further worthy causes."

Sen. Cain traced Johnston's career and cited speeches and articles by and about Johnston. Frequently he demanded whether "this sounds like the 'front man for money changers' or anybody else?"

Johnston 'No Czar'

Declaring that he had no intention of getting into the pros or cons of the "Stromboli" case, Cain said his main purpose was to prove that "Eric Johnston is no czar—he is one of those Americans who believes there is no room for czars of any kind in our country. The American people still reign supreme in America."

"Their's is the freedom of choice, either at the box-office or the ballot box, and that is the way I hope it will always be."

Like Wiley, Cain admitted the motion picture industry "like any other industry has its weaknesses as well as its virtues. It has made some inferior pictures but it has made a vastly greater host of good ones. It has brought wholesome entertainment to millions of Americans and to millions of people everywhere."

Senator Outdoes the Russians, Johnston Says in Providence

PROVIDENCE, March 15.—Eric Johnston, president of the Motion Picture Association of America, said here

(Continued from page 1)

censorship also is in violation of the Fourteenth Amendment guaranteeing protection of property rights. Films are censored in seven states: Massachusetts (for Sunday showings), New York, Pennsylvania, Maryland, Virginia, Ohio and Kansas, and numerous municipalities.

The petitioners state that the high court already has expressed itself to some extent on the basic issue when, in its opinion in the Paramount anti-trust action, it said: "Motion pictures . . . are included in the press whose freedom is guaranteed by the First Amendment." Scores of precedent decisions are cited, including one in an Ohio case dating back to 1915.

Cites Films' Influence

The petition states in part: "Talking motion pictures are now universally recognized to be one of the most effective mediums for the dissemination of information and opinion. Their influence upon the masses of the people is so great as to rival, and perhaps even exceed, the influence of newspapers and other publications."

"It is a notorious fact that one of the first acts of any totalitarian police state is to establish ruthless partisan control over all channels and mediums for the dissemination of ideas and information."

"Curley," which depicts a Negro child at play with white children, originally was banned by the Memphis Censor Board admittedly on racial grounds. The Circuit Court of Shelby County, Tenn., upheld the ban and appeal was taken to the Tennessee Supreme Court which refused to adjudicate the basic issue.

Eric A. Johnston, president of the Motion Picture Association of America, in a statement issued here said he hoped for a clear-cut decision knocking out censorship.

today that Senator Johnson of Colorado "is setting up for himself a pretty big job to become commissar of the morals of the American people."

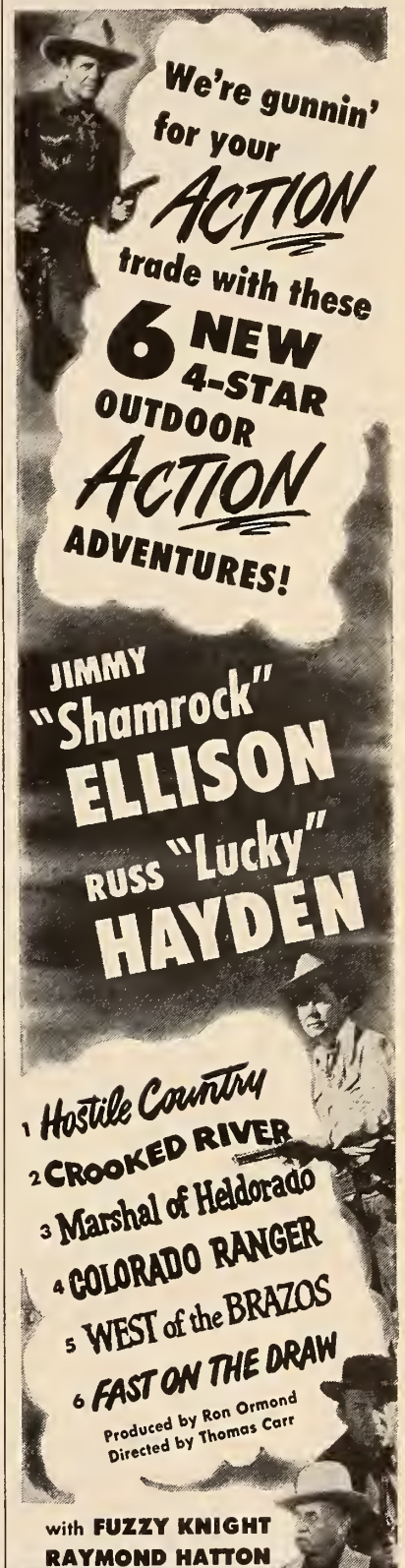
Johnston, interviewed at the Hotel Sheraton-Biltmore, said that in his on-the-spot studies of the Russian film industry he never saw anything that remotely resembled the plan proposed by Senator Johnson.

MPIC Answers Senator Johnson's 'Ill-Considered' Attack on Films

HOLLYWOOD, March 15.—The Motion Picture Industry Council has issued a statement reading, in part: "MPIC, representing the entire working community of Hollywood, questions the ill-considered and unreasonable attack Senator Johnson has launched upon the entire industry because of the well-publicized conduct of a few individuals. The Senator overlooks the reputation and efforts of thousands of respectable Hollywood people who work hard and diligently and have always been of service to their craft and country."

"In the past, unfortunately, there have been Congressmen and Senators who have brought discredit and shame to the highest body of government in the world. But it would be reckless to attack Congress for the actions of a few."

"The Senator's bill would be a violation of deep and well rooted American principles and would be a first step toward totalitarianism."



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THE MARCH
TO THE



NATIONAL
SHOWMANSHIP
DAY MEETINGS

MARCH 21

ALBANY
ATLANTA
BOSTON
BUFFALO
CLEVELAND
DES MOINES

DETROIT
INDIANAPOLIS
LOS ANGELES
MEMPHIS
PHILADELPHIA
ST. LOUIS

WASHINGTON

MARCH 22

KANSAS CITY

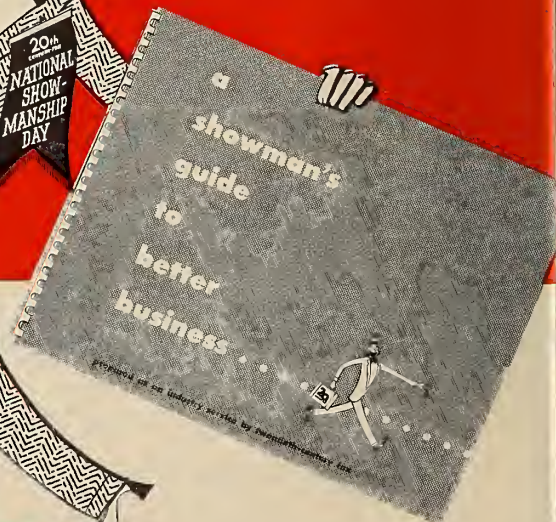
OKLAHOMA CITY

MARCH 23

CHARLOTTE
CINCINNATI
DALLAS
DENVER
MILWAUKEE
MINNEAPOLIS
NEW HAVEN

NEW ORLEANS
NEW YORK
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VOL. 67. NO. 52

NEW YORK, U. S. A., FRIDAY, MARCH 17, 1950

TEN CENTS

See Producers Bearing Full Music Expense

Not Likely to Pass on New Fees to Exhibitors

The burden of paying for public performance rights to music in films is one for producers to shoulder and any passing of the added production costs to exhibitors, *per se*, is hardly likely to develop as a result of the new Ascapi consent decree, according to distributor and producer attorneys here.

They say that the new expenditures for music represents another budget consideration and exhibitor rental terms are based largely on production costs. However, the opinion expressed is that the outlay for music will be so slight per picture, in relation to other costs, that it promises to mean little in determination of film rentals.

Ascapi's theatre collections formerly
(Continued on page 7)

SEC Reports Stock Holdings of Para. Officers, Directors

WASHINGTON, March 16.—Holdings of additional officers and directors of Paramount Pictures Corp. and United Paramount Theatres were reported by the Securities and Exchange Commission today. The Commission's monthly report on trading in film stocks by company officers and directors was otherwise quite light.

Henry Ginsberg acquired 1,000 shares of Paramount Pictures Corp.
(Continued on page 7)

MPAA Annual Meet Here on March 27

Annual meeting of the Motion Picture Association of America is scheduled to be held here on March 27. Re-election of directors is expected and the board subsequently will meet to reelect officers. Appointment of working committees for the year also is expected to be made.

The MPAA board will hear the appeal from the denial of a Production Code seal for "The Bicycle Thief."

8,000 Expected to Attend 20th-Fox's Showmen's Parleys

More than 8,000 exhibitors are expected to take part in the "Showmanship" meetings to be sponsored by 20th Century-Fox in 29 exchange centers next week. Virtually all exhibitors invited have accepted the company's invitation to participate in the conferences.

Purpose of the regionals is to further emphasize the slogan "Movies Are Better Than Ever" by an aggressive showmanship effort as launched last week at 20th's national Chicago conference.

Leaders of national exhibitor groups, motion picture critics and
(Continued on page 7)

Univ. Officers Are Reelected

The Universal board, meeting here yesterday, reelected president Nate J. Blumberg and all other company officers, and increased the number of directors from 15 to 16 by electing Matthew Fox to the board.

Fox, who had been a board member up to March 8, failed of reelection at a stockholders' meeting on that date in consequence of stockholder John G. Eidell's having acquired sufficient proxies to get himself elected a director.

Other officers reelected yesterday are: Adolph Schimel, vice-president, secretary and general counsel; John J. O'Connor, William A. Scully, Jo-
(Continued on page 7)

Fight for Full Repeal, Compo Group Pledges

Tax Unit Says Reduction Won't Satisfy Industry

WASHINGTON, March 16.—If the House Ways and Means Committee doesn't report out a bill repealing all of the 20 per cent admission tax, the industry "will not be satisfied and will increase the vigor of its battle."

This was resolved today at a meeting of the tax committee of the Council of Motion Picture Organizations. It said that if necessary it would carry the fight for complete repeal to the House floor, to the Senate Finance Committee, to the Senate floor "and even to a battle against a Presidential veto."

The committee said, however, that, according to its surveys, a majority of
(Continued on page 7)

SOLON SHOOTS FROM HIP AND WIDE OF THE MARK

By MARTIN QUIGLEY

THE upper chamber of the Congress of the United States was presented with a shocking spectacle on last Tuesday. Senator Edwin C. Johnson of Colorado, emotionally moved and intellectually confused, delivered an intemperate attack upon the American motion picture industry with specific reference to various organizations and individuals.

The springboard for the outburst was the "Stromboli" incident. The legislator eventually worked himself around to offering a bill which provides a licensing arrangement for actors, actresses, producers and distributors. It all adds up to an unfortunate development which can in no conceivable way serve the public interest or assist the motion picture industry in dealing with the manifold and inevitable difficulties inherent in the subject matter of motion pictures and the private lives of personalities prominently associated with the screen.

Senator Johnson makes a whole series of invalid and misleading assumptions. Knowing little indeed of the complexities of the problem he arrives at a remedial scheme which is destructive in principle. In practice it would work only havoc, accomplishing nothing in the purposes for which it apparently is intended. Persons who are expert and experienced in the matters with which Senator Johnson undertakes to deal will be saddened by his ill-advised assault and his witless proposals.

Senator Johnson should not fancy himself as enjoying, to the exclusion of the motion picture industry, a unique concern over the "Stromboli" incident. It has been a public relations disaster for the motion picture. However, had Senator Johnson troubled himself to consult the record, meanwhile refraining from shooting from the hip, he would have learned much that he needed to know.

About a year ago one of the foremost personalities of the screen, Ingrid Bergman, entered into an arrangement to act in
(Continued on page 3)

Remittance Talks Are Now Seen Two Months Away

WASHINGTON, March 16.—It will be late April or early May before Motion Picture Association of America president Eric Johnston and Society of Independent Motion Picture Producers president Ellis Arnall go to London to discuss revision of the Anglo-American remittance agreement, MPAA officials said here today. They disclosed that word had been
(Continued on page 7)

RKO Plans Trustee For Stock in 'Met'

RKO has filed a plan with the U. S. District Court here for the trusteeship of its stock in Metropolitan Playhouses, amounting to one-sixth of the ownership, under terms of its amended consent decree in the industry anti-trust suit.

Meanwhile, RKO is continuing talks with Skouras Theatres here looking to the dissolution of their partnership in the operation of nine houses in the New York area.

Personal Mention

JAMES R. GRAINGER, Republic sales vice-president, and EDWARD L. WALTON, assistant sales manager, left here yesterday for the Coast.

GRADWELL L. SEARS, president of United Artists, recovered from a minor illness incurred while vacationing in Florida, will leave there by plane on Sunday for New York.

BENEDICT BOGEAUS, producer, and his wife, DOLORES MORAN, will leave here today for Hollywood.

RUTGERS NEILSON, RKO Radio publicity manager, has returned to his office here after an illness.

NEWS in Brief . . .

GERALD R. KEYSER, publicity and advertising director of War-Brothers International, was elected chairman of the Motion Picture Association of America's international film relations committee at a meeting held here yesterday at MPAA offices.

Hollywood, March 16.—Following official certification from Washington of the victory of the Screen Publicists Guild over the Motion Picture Publicists Association in a recent bargaining election, Dan Thomas and Milton Gottlieb of the SPG met here today with Charles Boren, Association of Motion Picture Producers vice-president, to discuss negotiations for a new contract to replace the one which expired last April.

HOLLYWOOD, March 16.—Filing of a protest against the Motion Picture Association of America's rejection of "Narcotic Agent" as the title of a picture now in production was announced by Jack Schwartz, producer, who said, "Our story presents the fight of government forces against vicious drug racketeers and warrants acceptance of the title."

Los Angeles, March 16.—Three hundred Fox West Coast managers, bookers and department heads representing Southern and Northern California divisions will attend a meeting Monday at the Beverly Hills Hotel marking the kick-off of the eighth annual "Charles Skouras Showmanship Campaign."

LOS ANGELES, March 16.—The Downtown Paramount Theatre will reinstate a stage show policy on Thursday, after a lapse since 1940, with Rube Wolf directing specialty acts working with a chorus line. Marco Wolff will produce.

Charles R. Lindau and Max Roth have been appointed Chicago representatives of Motion Picture Sales Corp.

Insider's Outlook

By RED KANN

THE Showmanship Meeting was not the only development of importance in Chicago last week. While exhibitors were pouring into the Drake on Tuesday, Paramount locked horns with the famed Jackson Park decision and came out of Federal court with the right to show "Samson and Delilah" in the Loop on unlimited run.

Tom McConnell, whom distributors know exceedingly well these days as the attorney for the plaintiff in the Jackson Park case, in opposing made the charge Paramount was fixing admission prices. This drew from Judge Michael Igoe these remarks (italics ours):

"Of course, price fixing between distributors and exhibitors is prohibited. Even where road shows are held to be legal, they are not exempt from the prohibitions against fixing admissions. Paramount denied any price fixing, although admitting that license fees were higher than usual in other 'Samson' showings. *The fact that high rental terms might have some effect upon admission prices does not convert such conduct into a form of price fixing.*"

It won't tax any memories to recall how TOA and others fussed and fumed over Columbia, charging that company was insisting on advanced admissions for "Jolson Sings Again," or, if not precisely that, insisting on such terms that the exhibitor was forced to raise admissions in order to come out. Easily within recollection, too, was the failure, the inability or the refusal of the Department of Justice to take action beyond maintaining its standard attitude of keeping an eye on the situation.

The Chicago decision is significant because Judge Igoe is the first jurist to pass upon the legality, or otherwise, of a point which has been the target of much heated argument between exhibitors and distributors, distributors and distributors and their attorneys. It assures the distributor he may charge whatever he likes, or can get, for his merchandise. And, while he has not been exactly handicapped without this legal sanction, the clarity of the decision provides a judicial protection which, from the distributor's viewpoint, is better to have than not to have.

The prevailing thinking now is that many uncertainties have been eliminated; that the distributor, under the Igoe ruling, is well within the reach of the benefits—according to his lights—of advanced admission engagements without involvement under the prohibitions of various decisions handed down in various steps of the government suit.

That is, until or unless Judge Igoe's position is overruled by a higher court.

CHICAGO REMINISCENCES—Al Lichtman's introduction of Andy Smith at 20th Century-Fox's widely hailed Showmanship Meeting: "I introduce him with pride and pity. Pride for the service he renders. Pity, because no one gets more hell than a general sales manager."

Eric Johnston, speaking as "a neutral of the companies I represent" and stating "I know I'll be criticized for this" as he sailed into the apostles of doom. "I know we have problems and for some of them I see no solution. We can't solve them by singing the blues. The answer is courage, understanding and faith. Fear leads to fear. There is nothing worse than fear."

Sam Pinanski's amusing account of how the ex-Paramount theatre partners almost became high moguls of production at the behest of Frank Freeman. "The first year we met at the studio. The next, something or other pinned us down at San Bernardino. The third year, we ended up at a meeting in Chicago. The fourth year we met at Sardi's just around the corner from the Paramount in New York."

Charlie Skouras's summation of why all of these showmen piled into Chicago. "You came here because you're in trouble."

Si Fabian: "There are too many films of the same type in the same releasing period. It is also bad showmanship on the part of production when the same star (he cited John Wayne) hits the market simultaneously in three or four films."

The applause handed Harry Brandt, who said, "We are carrying at a cost of millions stars that are dead and ought to be dropped."

Louis Schine, following Chicago attorney Oscar Brotman: "I am not a lawyer and we don't want suits. As you know, we are well acquainted with suits."

Players Contract to Help Sell Pictures

A new clause in all talent contracts of Robert Stillman Productions requires each member of the cast to participate in pre-release promotions, with at least one personal appearance. Providing other film commitments do not conflict. The unusual clause, originated by Owen McLean, Stillman casting head, will be in effect in connection with "The Sound of Fury," first Stillman film for United Artists release.

To Fly Newsmen to Premiere of 'High'

Over 40 newspaper, radio and syndicate representatives and a group of Paramount executives will be flown from here to Front Royal, Va., on March 31 for the April 1 premiere of Bing Crosby's "Riding High." Crosby will be present at the event.

Among those expected to attend the festivities are: Vice-President Alben Barkley, Senators Byrd and Robertson of Virginia, the Governors of Virginia, West Virginia, Maryland, Pennsylvania and North Carolina and others in public life.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY MILLAND - ROSALIND RUSSELL
EDMUND GWENN in
"A Woman of Distinction"
A Columbia Picture
SPECTACULAR STAGE PRESENTATION

Geen S. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
BETTY LAMARR - VICTOR MATURE - GEORGE SANDERS
ANGELA LANSDOWN - BERRY WILCOX
See the destruction of the Temple on the MAGIC CYCLOTRON SCREEN! RIVOLI
SHOWING AT 7:30 PM

The Funniest film surprise in years!!!
Francis
A Universal-International Picture
PARAMOUNT
IN PERSON NAT "KING" COLE AND HIS TRIO LARRY STORCH-Johnny Coy RAY MCKINLEY AND HIS ORCHESTRA
Midnight Feature Nightlife

JOHN GARFIELD - MICHELLE PRELLE
in Ernest Hemingway's
"UNDER MY SKIN"
A 20th Century-Fox Picture
On Stage—THE CHINA DOLL REVUE
ROXY 7th Ave. & 50th St.

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Johnson Would Also 'Protect' TV Morals

Washington, March 16.—Sen. Ed Johnson let loose another blast in the form of a letter to FCC chairman Wayne Coy, at Ingrid Bergman and Roberto Rossellini today, the one aimed at keeping the films off television.

He wrote that Louella Parsons had reported Rossellini and Miss Bergman are planning to produce films for television. "It would be most unfortunate if American television licensees were to be immoral enough to deal with such immoral characters," he said, adding that he hoped neither the FCC nor Congress would be compelled to fix moral standards for the television industry.

Asks Supervision Over Films, Comics

WASHINGTON, March 16.—Rep. Homer D. Angell (R., Ore.) told the House today that "some protective supervision by duly authorized officials" must be exercised over motion pictures, radio, comic books and other media to "protect the morals and well being of modern youth."

In a speech inserted in the *Congressional Record*, Angell said that young people today see on the screen and over television and hear on radio and read in the papers, magazines and comic books, "a multitude of salacious and sexy stories and crime problems, which arouse an unnatural interest in children and form lasting impressions on adolescent minds." He did not detail what control he advocated.

Washington Editorials Hit Film Licensing Bill

WASHINGTON, March 16.—The local Scripps-Howard *Daily News* today editorially attacked Senator Ed Johnson's motion picture licensing bill. It asserted that "the publicly paraded private affairs" of some Hollywood workers has a bad influence on young and impressionable people, but declared that the remedy is not Federal licensing—"a dangerous proposal of doubtful constitutionality."

The *Times-Herald* coupled Johnson's bill with FCC chairman Wayne Coy's recent blast at the crime-sex quality of radio and television programs. It attacked both Johnson and Coy as "power-crazy."

Tells Harvard of U. S. Films Abroad

CAMBRIDGE, Mass., March 16.—Speaking before the student body of the Harvard School of Business, Eric Johnston, president of the Motion Picture Association of America, told of the role of U. S. films abroad and of steps the MPAA has taken for close relations with foreign producers.

Earlier in the day at Boston, Johnston reiterated his surprise that "Sen. Johnson would set himself up as a commissar to police the morals of the American people." Referring to Sen. Johnson's Federal film licensing bill, Johnston said, "I don't believe the people in America want commissars in America."

SOLON SHOOTS FROM HIP AND WIDE OF THE MARK

(Continued from page 1)

a film to be produced by an Italian director whose recent pictures had gained some critical approval. Many releasing companies were interested in an arrangement to release the forthcoming film. Eventually RKO entered into a contract to finance and to release the film.

The principals who had been in the United States went to Italy. After the picture was under way rumors got into circulation relative to the non-professional relations between the star and the director. When the rumors were found to be well-based every possible effort was made by representatives of RKO and by other persons who had been in positions of influence with Miss Bergman to discourage her from her reckless abandonment of her responsibilities. She rebuffed every approach.

The picture was completed before the fact of Miss Bergman's pregnancy became known here. Had not the director refused to deliver for some time the final portions of the film it would have been released long before the birth of the baby. The release of the film at a time proximate to the birth of the baby was an accident of this delay. It was not intended. Every effort had been made to avoid that eventuality for many reasons including the apprehension—which has been well-justified—that involvement of the picture in the scandalous publicity would be financially disastrous.



SENATOR JOHNSON points to the "likely" profits of \$10,000,000 to \$25,000,000 for "Stromboli." This is just about as close as he comes in any part of his tirade to correct information and sound judgment. According to present indications RKO would probably be happy to have Senator Johnson or anyone else take them out of the picture at a loss of a half a million dollars.

Senator Johnson's day on the floor of the Senate amounts to a damaging blast against the motion picture, the industry and the many thousands of decent people in the industry. It will be of no help in solving any of the problems, of which there are indeed many present. Legislatively it will get nowhere because it is wrong in principle, is inept and ill-advised.

But those responsible for the conduct of this business, for its public relations and for the rules of behavior that are to be applied both on and off the screen should not allow themselves to indulge merely in indignation over the incident. Senator Johnson does not know what he is talking about except in one very important respect:

He knows—because it is a matter of common knowledge—that the American public is looking to the authorities of this industry for a better job of housekeeping, on and off the screen. The industry's enormous asset of public goodwill can be retained if this is done. It will be critically diminished if it is not done.

NCA Allied Meeting Postponed a Month

MINNEAPOLIS, March 16.—Acting upon the request of a number of out-state members, North Central Allied has set back its annual convention from April 4-5 to May 3-4, it was announced by Stan Kane, executive counsel. The month postponement, it was explained, was due to the inability to secure meeting quarters and hotel accommodations.

T. Laughlin Elliot, 47

TORONTO, March 16.—T. Laughlin Elliot, 47, for the past 12 years a member of the Ontario Board of Censors, died suddenly at his home here. His mother and widow survive.

Film Importers Meet

Policies in connection with the formation of the new organization to represent some 50 foreign film importers here were discussed last night at a committee meeting at the Hotel Astor. The committee will report back to the main body at a meeting to be held in the near future.

Hope to Appear on TV

Bob Hope will have his first starring assignment on commercial television in a special 90-minute Easter holiday presentation on the NBC network on April 9 at 5:30 P.M. (EST). Frigidaire will sponsor the program, which will be telecast on NBC's inter-connected network of 27 stations. Foote, Cone and Belding is the agency.

Myers Shuns Wiley's Boxoffice Boycott

Washington, March 16.—Allied States general counsel Abram F. Myers said today—"As between a bonafide effort to cure conditions within the industry and a proposal to boycott the theatres as suggested by Sen. Wiley, I stand for internal regulation. I imagine if the industry made a real effort to cure these conditions, Sen. Johnson would be satisfied."

Sen. Wiley, Wisconsin Republican, in defending the industry on the Senate floor yesterday, had suggested that people who objected to the moral actions of any star or the moral content of any film should just not go to the theatre when that film or films with that star play.

Courts in 5 States Upset Attacks on Percentage Suits

Within a week, Federal courts in five states have upset attacks directed by exhibitor defendants against percentage rental actions filed by major distributors.

Iowa and Utah Federal courts are the latest to rule in favor of distributors; earlier, U. S. District Courts had ruled similarly in Louisiana, Kentucky and Indiana.

At Fort Dodge, Iowa, three motions made by exhibitor R. M. Bernau, operating the Iowa Theatre in Lake City, Iowa, were denied by Judge Henry N. Graven in the percentage suits brought by Warner, Universal, RKO Radio and Loew's, respectively. The motions sought to dismiss the suits on the ground of lack of Federal jurisdiction, to strike various portions of the complaint, and to require each plaintiff to make its complaint more definite and certain.

Sargoy, Stein as Counsel

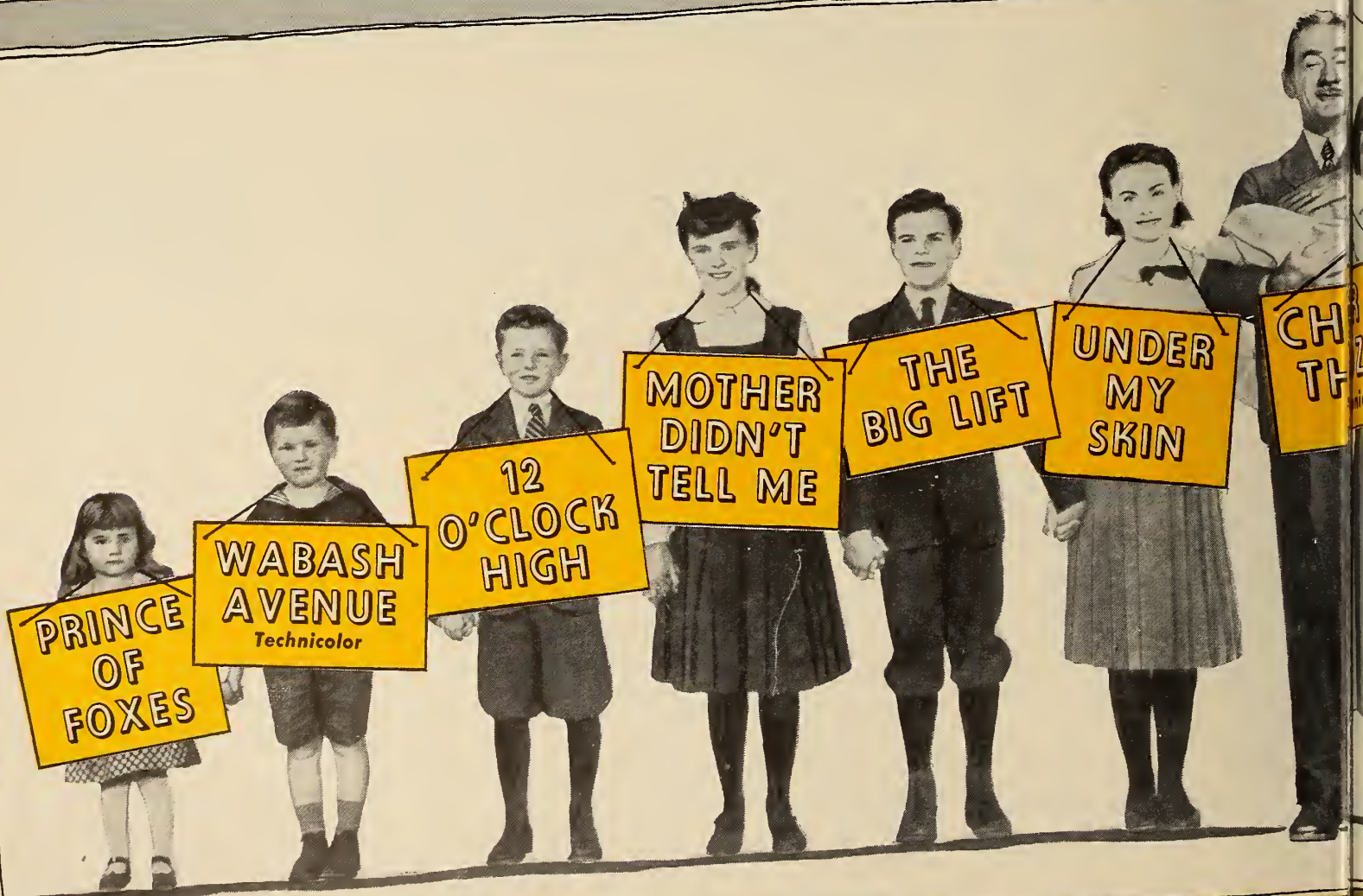
Maxwell A. O'Brien, of the Des Moines law firm of Parrish, Guthrie, Colfesh and O'Brien, and attorney John H. Mitchell of Fort Dodge, represented the distributors, with Sargoy and Stein of New York as counsel.

At Salt Lake City, at arguments before Judge Tillman D. Johnson, the court granted the motion of distributor plaintiffs in six percentage actions for an audit of theatre records, overruling the objections of the exhibitor defendants. At the same time, the court denied all counter-motions by the exhibitor defendants.

The actions were brought by Loew's, Warner, United Artists, Universal, Columbia and RKO Radio, respectively, against Samuel L. Gillette and Associated Amusement Co., operating the Ritz, Strand and Tod Park theatres in Tooele, Utah, as well as various drive-ins in Riverdale, Utah; Twin Falls, Ida.; El Centro, Cal.; Las Vegas, Nev., and Bellingham, Wash.

Grant H. Bagley of the Salt Lake law firm of Van Cott, Bagley, Cornwall and McCarthy represented the distributors, with Sargoy and Stein of New York as counsel.

20th has the *SHOWMANSHIP* - AND THEY'RE GR



There's No Business Like

pictures to back up the plan*

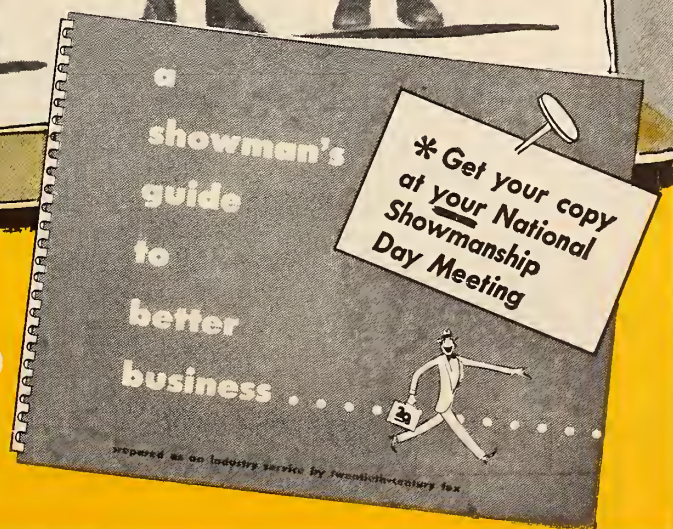
ATER BY THE DOZEN

Movies are **BETTER** than ever!



20
CENTURY-FOX

Business!



MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
Feb. 19	(Feb. Releases) FATHER IS A BACHELOR William Holden D-84 min. (Rev. 2/14/50) THE NEVADAN (Color) Randolph Scott (Rev. 1/13/50) MARK OF THE GORILLA Johnny Weissmuller O-68 min. (Rev. 2/27/50) GIRLS' SCHOOL Joyce Reynolds D-82 min. (Rev. 2/27/50) MULE TRAIN Gene Autry O TRAIL OF THE RUSTLERS Charles Starrett O	(Feb. Releases) SUNDINNERS (Color) D-80 min. (Rev. 1/12/50) THE AMAZING MR. BEECHAM Cecil Parker A. E. Matthews D-85 min. (921) (Rev. 12/27/49) (Mar. Releases) THIRD MAN Joseph Cotten D-104 min. (Rev. 12/29/49) GLASS MOUNTAIN Valentina Cortese M-D-80 min. (Rev. 1/13/50) THE GREAT RUPERT Jimmy Durante C-87 min. (923) (Rev. 12/30/49) THE GOLDEN GLOVES STORY James Dunn Kay Westfall D-80 min. (Rev. 1/13/50) BOY FROM INOIA Lon McCallister Lola Butler D THE FIGHTING STALLION Bill Edwards Doris Merriek D-82 min. (Rev. 1/13/50) FORBIDDEN JUNGLE Doris Merriek Forrest Taylor D	KEY TO THE CITY Clark Gable Loretta Young C-D-89 min. (Rev. 1/27/50) YOUNG DANIEL BOONE David Bruce O-71 min. (Rev. 2/28/50) NANCY GOES TO RIO Anne Scher Jane Powell M-D-89 min. (Rev. 2/2/50) BLACK HAND Gene Kelly D-83 min. (Rev. 1/10/50) CONSPIRATOR Robert Taylor Elizabeth Taylor D-87 min. (Rev. 2/7/50) SQUARE DANCE Katy Jim Davis Vera Vague YELLOW CAB MAN Red Skelton Gloria De Haven C-85 min. (Rev. 2/17/50) SIDE STREET Barley Granger Cathy O'Donnell D-83 min. (Rev. 12/23/49) THE OUTRIDERS Joel McCrea Barry Sullivan O-93 min. (Rev. 3/6/50) KIND HEARTS AND CORONETS Dennis Price Valerie Hobson D KILL OR BE KILLED Lawrence Tierney George Couluris D	YOUNG DANIEL BOONE David Bruce O-71 min. (Rev. 2/28/50) OVER THE BORDER Johnny Mack Brown O NANCY GOES TO RIO Anne Scher Jane Powell M-D-89 min. (Rev. 2/2/50) BLACK HAND Gene Kelly D-83 min. (Rev. 1/10/50) CONSPIRATOR Robert Taylor Elizabeth Taylor D-87 min. (Rev. 2/7/50) SQUARE DANCE Katy Jim Davis Vera Vague YELLOW CAB MAN Red Skelton Gloria De Haven C-85 min. 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(Rev. 1/10/50) HOUSE BY THE RIVER Louis Hayward D-88 min. (Rev. 3/10/50) CODE OF THE SILVER SAGE Alan Rocky Lane O HARBOR OF MISSING MEN Richard Denning D VANISHING WESTERNER Monty Hale O THE CAPTURE Teresa Wright Lew Ayres D THE GOLDEN TWENTIES (March of Time Documentary) 68 min.	(Feb. Releases) WHEN WILLIE COMES MARCHING HOME Dan Dailey Corinne Calvet D-82 min. (908) (Rev. 2/4/50) DAUGHTER LIL (Color) George Montgomery Marie Windsor D-88 min. (Rev. 1/20/50) TWELVE O'CLOCK HIGH Gregory Peck Hugh Marlowe D-132 min. (904) (Rev. 12/21/49) GREAT PLANE ROBBERY Tom Conway Margaret Hamilton D-61 min. (Rev. 3/9/50) QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50) UNDER MY SKIN John Garfield Micheline Prele D-86 min. (Rev. 3/10/50) TARZAN AND THE SLAVE GIRL Lex Barker D THE CAPTURE Teresa Wright Lew Ayres D THE GOLDEN TWENTIES (March of Time Documentary) 68 min.	(Feb. Releases) BORDERLINE Fred MacMurray Claire Trevor D-88 min. (Rev. 1/11/50) FRANCIS Donald O'Connor Patricia Medina D-91 min. (Rev. 12/12/49) LOVE HAPPY Marx Brothers Ilona Massey C-91 min. (Rev. 9/20/49) GREAT PLANE ROBBERY Tom Conway Margaret Hamilton D-61 min. (Rev. 3/9/50) QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50) UNDER MY SKIN John Garfield Micheline Prele D-86 min. (Rev. 3/10/50) TARZAN AND THE SLAVE GIRL Lex Barker D THE CAPTURE Teresa Wright Lew Ayres D THE GOLDEN TWENTIES (March of Time Documentary) 68 min.	CHAIN LIGHTNING Humphrey Bogart Eleanor Parker D-88 min. (Rev. 2/1/50) FRANCIS Donald O'Connor Patricia Medina D-91 min. (Rev. 12/12/49) LOVE HAPPY Marx Brothers Ilona Massey C-91 min. (Rev. 9/20/49) GREAT PLANE ROBBERY Tom Conway Margaret Hamilton D-61 min. (Rev. 3/9/50) QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50) UNDER MY SKIN John Garfield Micheline Prele D-86 min. (Rev. 3/10/50) TARZAN AND THE SLAVE GIRL Lex Barker D THE CAPTURE Teresa Wright Lew Ayres D THE GOLDEN TWENTIES (March of Time Documentary) 68 min.	CHAMBER OF HORRORS D-74 min. (Rev. 2/23/50) BARRICADE Ruth Roman Dane Clark Raymond Massey D-75 min. (918) (Rev. 3/7/50) STAGE FRIGHT Jane Wyman Marlene Dietrich Michael Wilding D-110 min. (Rev. 2/25/50) MA AND PA KETTLE GO TO TOWN Marjorie Main Percy Kilbride C-70 min. ONE WAY STREET James Mason Marta Toren D JOHNNY ONE EYE Dolores Moran Raymond Harris Pat O'Brien D-78 min.	FALLEN IDOL Ralph Richardson (Rev. 10/4/48) (Release: Feb.) THE THIRD MAN Joseph Cotten Valli Orson Welles (Rev. 10/4/48) (Release: March) FILM CLASSICS GUILTY BYSTANDER Zachary Scott Faye Emerson D-92 min. (Rev. 2/8/50) FLYING SAUCER Mikel Conrad D-69 min. (Rev. 1/6/50) FOUR DAYS' LEAVE Cornel Wilde CRY MURDER Carol Mathews (Rev. 2/8/50) THE WIND IS MY LOVER Vivica Lindfors (Release: Feb.) THE VICIOUS YEARS Tommy Cook (Rev. 2/23/50) RAPTURE Elsy Albini (Release: 5/15) LIPPETT EVERYBODY'S DANCIN' (Release: 3/31) WESTERN PACIFIC AGENT (Release: 3/17) BARON OF RIVINGTON Vincent Price D-93 min. (Rev. 2/8/50) (Release: 3/4) COLORADO RANGER (Release: 4/21) HOSTILE COUNTRY James Ellison (Release: 3/24) MARSHAL OF HELICOPTERS (Release: 4/7) OPERATION HAYLIFT Bill Williams (Release: 4/25)
Feb. 26												
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Mar. 19												
Mar. 26												
April 2												
April 9												
April 16												
April 23												
April 30												

Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama, (M) Musical, (C) Comedy, (R) Romance, (A) Action, (T) Thriller, (S) Science Fiction, (F) Fantasy, (H) Horror, (W) Western, (M) Musical, (C) Comedy, (R) Romance, (A) Action, (T) Thriller, (S) Science Fiction, (F) Fantasy, (H) Horror, (W) Western.

Page Ads Thank Fans For Tax Fight Help

"Thanks, Movie Fans! The millions of cards and letters you sent to Washington protesting the movie-tax were wonderful!"

That message—and more—is embossed in the second full-page anti-tax advertisement which Si Seadler, M-G-M advertising manager, has prepared for publication in fan magazines in behalf of the Motion Picture Association of America's Advertising-Publicity Directors Committee and the Council of Motion Picture Organizations. As with the first ad, space for the follow-up will be contributed by the magazines.

The ad suggests that "Fan Clubs for Tax-Free Movies" be organized throughout the country.

Review

"The Golden Twenties"

(March of Time—RKO)

LOOKING back on the men and events of circa 1918-1930 by way of a judicious use of library and newsreel shots, "The Golden Twenties" should prove nostalgically delightful to those who boast vivid memories of "the good old days" and edifying to those of lesser age.

Produced by Louis de Rochemont and presented by Koming Films, "The Golden Twenties" appears as all-embracing a retrospective view of the era as is likely to be offered in the amount of footage devoted to it here. The great and near-great of the period, from the entertainment world to the White House, rioting labor strikers to visiting royalty, they're all on view in smooth chronological order. Whether it was the signing of an international peace treaty or the Charleston dance madness, the return of the doughboys from France or the advent of prohibition, these were part of the period revisited, and rightfully come in for attention.

Frederick L. Allen, Robert Q. Lewis, Allen Prescott, Red Barber and Elmer Davis share the commentator chores as the audience is taken back to the manners and mores, economic cycles and political climates that made for the Golden Twenties.

Market-wise, "The Golden Twenties" may be incapable of shouldering the responsibilities of a top playing-time attraction. It's not built that way. But if you have a nervous 'A' on hand, this one from March of Time should lend competent support.

Running time, 68 minutes. General audience classification. Release in April.

GENE ARNEEL

IDEAL FOR
HOLY YEAR...
OR ANY YEAR!
PERFECT
FOR EASTER!



Magnificent!
A Powerful and
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Christ and Mary Magdalena

WITH
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AND CAST OF THOUSANDS

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For DATES Or
EXCLUSIVE TERRITORIES

Full Repeal

(Continued from page 1)

the Ways and Means Committee members will vote for repeal, "unless there are changes of mind."

Committee chairman Abram F. Myers made these other announcements:

Plans will get under way soon for celebrating victory in the tax fight by a nation-wide "Go to the Movies Week," probably started off by a national "T" (for tax) day. A special committee will be appointed soon to draw up these plans.

Twentieth Century-Fox will be asked to permit speakers to tell the story of the tax campaign at the "Showmanship Meetings" to be held in all exchange centers next week. These speakers will tell the various areas which Congressmen have not definitely stated their stand.

"Scores of Congressmen" have already written to exhibitors saying they were definitely in favor of repeal. There were a few "uncertain spots," however, and these and other Congressmen and Senators will be contacted during the Easter adjournment.

The committee said it would urge areas and communities that have not yet conducted their protest signing drives to start in at once. "It was interesting to note," the committee report said, "that a number of areas where campaigns have not been conducted are the very places from which unconvinced Congressmen come."

A plan to give screen and lobby recognition to legislators who have come out for repeal will be sent to exhibitor groups and state chairmen.

At the meeting were: Myers, Art Arthur, Carter Barron, Julian Brylawski, Jack Bryson, Oscar Doob, Jay Emmanuel, H. M. Richey, Morton Sunshine and Gael Sullivan.

28 More in Congress Favor a Tax Cut

BOSTON, March 16.—Ray Feeley, business manager of Independent Exhibitors of New England, stated today that a poll taken of the 32 New England Congressmen disclosed that 28 are in favor of reduction of the 20 per cent U. S. excise tax on theatre admissions.

Music Expense

(Continued from page 1)

averaged slightly more than \$1,000,000 annually.

The Ascap decree specifically directs the Society or its members to collect the public performance fees from producers at the same time that synchronization, or recording rights are cleared. The fact that the judgment safeguards against any unreasonable collection rates has made it not too difficult to take.

Ascap Annual Meet Set

Annual membership meeting of the American Society of Composers, Authors and Publishers is slated to be held here in April with discussions of the Society's consent decree and consequent changes in the internal organization slated to occupy a large part of the agenda.

Remittance Talks

(Continued from page 1)

received from the London MPAA office that top British officials could not talk to the film spokesmen before then. Indications were that Labor Party officials are tied up with internal political problems and in view of the present unsettled political situation see no point in holding talks now.

MPAA spokesmen said Arnall already has been notified of the news from London.

This means it may be late May or early June before the full-scale Anglo-American bargaining negotiations take place. Johnston and Arnall were supposed to sound out London, then report back to their boards in the U. S.

Univ. Election

(Continued from page 1)

seph H. Seidelman, Edward Muhl and Fox, vice-presidents; Leon Goldberg, vice-president and treasurer; Eugene F. Walsh, comptroller, assistant treasurer and assistant secretary; George Douglas, assistant treasurer; Morris Davis, Percy Guth and Anthony Petti, assistant secretaries.

Appointed to the executive committee for the coming year were: Blumberg, chairman, and Daniel M. Sheaffer, Robert S. Benjamin, Paul G. Brown, Preston Davie and Goldberg.

'Showmanship' Meets

(Continued from page 1)

home office representatives of 20th Century-Fox will address the showmen on ways and means to maintain a successful campaign for attracting greater attendance at the box-office.

A contingent of 20th Century-Fox representatives will leave their offices over the weekend to attend the meetings around the country.

Expect 1,000 to Attend 20th's New York Meeting

A record turnout of 1,000 exhibitors and circuit representatives from the Greater New York area are expected to attend the 20th Century-Fox "Showmanship Meeting" to be held here at the Hotel Astor on March 23, where New York's Mayor O'Dwyer is scheduled to be the principal speaker. In many cases, the entire executive personnel, district supervisors and theatre managers of circuits will attend.

Para. Stock Holdings

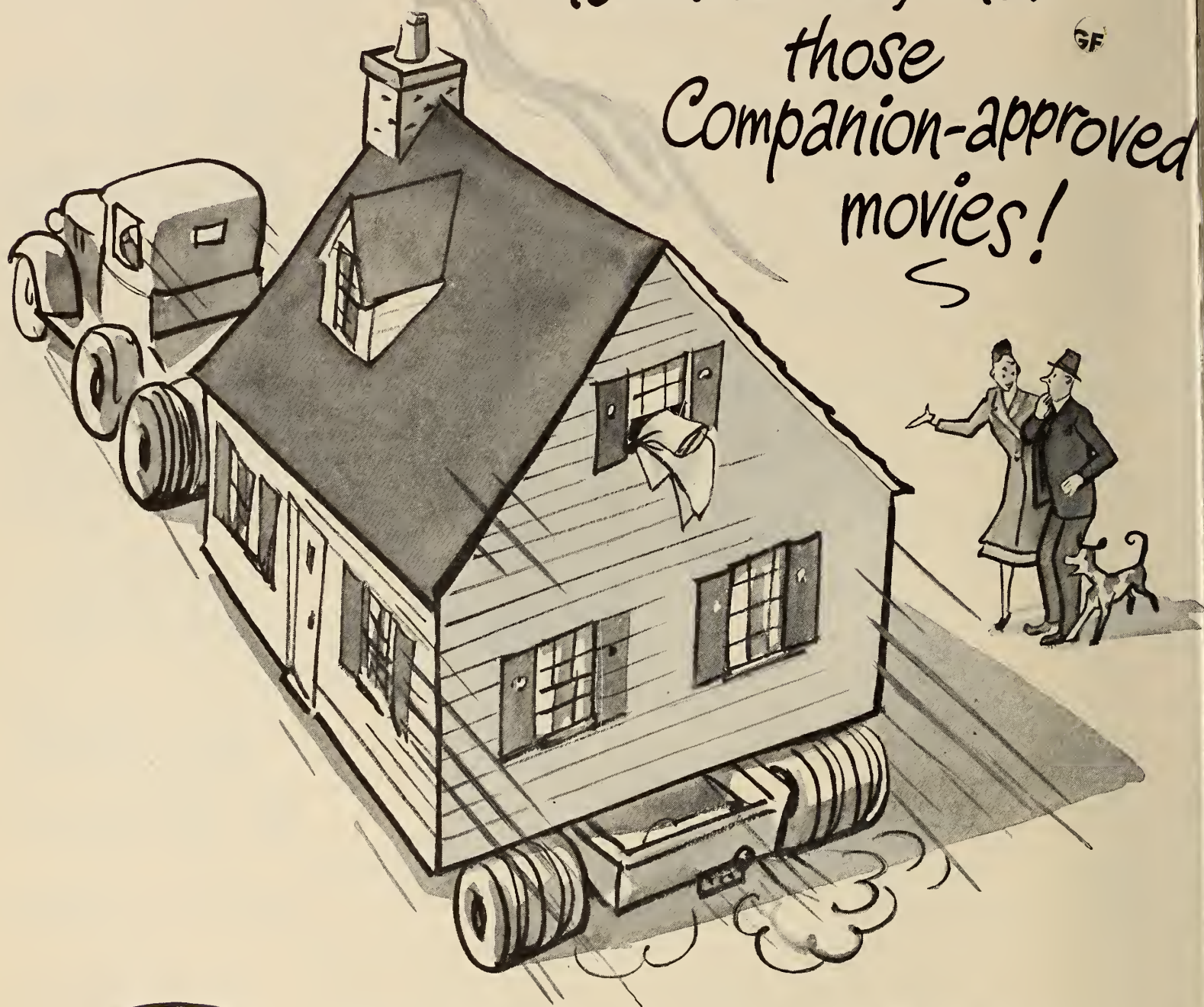
(Continued from page 1)

common, bringing his holdings to 1,250 shares. His sons hold 137 shares. Maurice Newton acquired 27 shares in exchange for stock of Paramount Pictures, bringing his own holdings to 9,147 shares; he holds another 9,190 shares in trust accounts.

As of the end of December, other officers and directors of the new Paramount film company listed these common share holdings: Paul Raibourn, none; Y. Frank Freeman, 400 shares; A. Conger Goodyear, 2,000, and in trust, 2,100; Stanton Griffis, 4,350, and trust, 7,900; John Hertz, 1,000, and through Lehman Brothers, 50; George Weltner, 75; Adolph Zukor, 500.

United Paramount president Leonard H. Goldenson received 550 certificates for common in the new theatre company in exchange for stock of Paramount Pictures; he and his wife jointly received another 250 certificates for their old Paramount stock. Six other officers or directors of the theatre company reported holding no certificates or stock, among them: John A. Coleman, E. Chester Gersten, Walter W. Gross, William T. Kilborn, Robert H. O'Brien, and Simon B. Siegel.

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to where they show
those
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movies!



Women really do get a "move-on" when the latest COMPANION-approved movies come to town. You bet that's why the movie makers—knowing their box-office . . . invest more money in the COMPANION than in any other monthly magazine*.

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NEWS

DO NOT REMOVE

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 67. NO. 53

NEW YORK, U.S.A., MONDAY, MARCH 20, 1950

TEN CENTS

200 to Speak For Industry 'Showmanship'

Pinanski, Berger Among Regional Moderators

Some 200 leading exhibitors, motion picture critics and representatives of allied fields will address the 29 regional "Showmanship Meetings" starting tomorrow across the country under the sponsorship of 20th Century-Fox.

The speakers, many of whom attended the national Chicago "Showmanship meeting" on March 8-9, will bring messages of the need for intensified action to increase attendance at the box-office.

The afternoon sessions of the meetings will be headed by a leading exhibitor of the territory who will act as moderator for the open forum discussions. Moderators so far scheduled follow:

On March 21: Washington, Julian
(Continued on page 2)

Defer 20th's Partner Splits

Extension of today's deadline for the break-up of 20th Century-Fox's remaining theatre partnerships for another 30 days is indicated here and will be formally reported on in a 20th-Fox-Department of Justice stipulation scheduled for filing today.

Unless the Department changes its mind at the last minute, it is apparent that the company will have until April 20 to split with Theatre Holding Co. and West Coast Wilmington Co., both Los Angeles, and Muscatine Theatres, Muscatine, Iowa.

Einfeld to Survey Exhibition Abroad

A survey of showmanship practices in the foreign field will be made by Charles Einfeld, 20th Century-Fox advertising-publicity vice-president who will leave here Thursday on the S. S. *Queen Mary* for a tour of company branches in Europe. Leslie Whelan, international advertising-publicity director, will accompany Einfeld.

MOST EFFECTIVE TAX LETTER FROM SMALL-TOWN EXHIBITOR

Washington, March 19.—A letter from Jack Holman of the Home Theatre in Whiteface, Texas, urging his Congressman—Rep. George H. Mahon—to work for repeal of the admission tax has been selected as the "most effective letter from a small-town exhibitor" by the tax committee of the Council of Motion Picture Organizations.

The committee said it was chosen from hundreds of letters and was especially good for its personal approach, its promise to give Mahon credit for his stand, and its pledge to pass on savings to the patrons. Here is what Holman wrote:

"Under separate cover we are mailing you several hundred petitions which have been signed in the lobby of our theatre, protesting the existing unfair excise tax of 20 per cent on theatre admissions. These petitions were signed voluntarily, and we are sure that you will recognize many of the signatures as being voters

you know personally. And many of them have remarked, 'I best George gets something done about this!'

"As operator of a legitimate business we bear, without complaint, the taxes which are paid by all. But we resent and properly oppose being singled out

(Continued on page 2)

Ontario Cuts Tax 15%; Free Low-Cost Tickets

TV Jurisdiction to Be Sought by SDG

HOLLYWOOD, March 19.—The Screen Directors Guild will take immediate steps to establish jurisdiction over all directors of both filmed and "live" television, SDG president George Marshall announced here today. Citing five years of research in the television field, Marshall said that Section No. 9 of the U. S. Labor Management Relations Act clearly identifies the SDG as the bargaining agent for television directors.

Position taken by the SDG in the
(Continued on page 3)

'Robinson' to Astor; First There for E-L

"The Jackie Robinson Story," film biography of the Brooklyn Dodger second baseman, will have its world premiere at the Astor Theatre here on May 16. It will be the first Eagle-Lion picture to play at the Astor, a "showcase" for top product.

Joint announcement of the booking came at the weekend from E-L distribution vice-president William J. Heineman and Maurice A. Maurer, managing director of City Investment's Astor, Bijou and Victoria. The opening of the picture, in which Robinson stars, will coincide with the Dodgers' first home series with the St. Louis Cardinals.

TORONTO, March 19.—In presenting the annual budget to the Ontario legislature today, Premier Leslie M. Frost announced a 25 per cent reduction in the provincial amusement tax from 20 to 15 per cent of the face value of theatre admission. The tax is also abolished on all juvenile tickets of 15 cents or less. The effective date of the concessions has not been announced but it may be this month.

The Motion Picture Theatres Association of Ontario and the Toronto Board of Trade last month asked for a reduction by half in the provincial levy and also full tax exemption on all admissions of 25 cents or less.

Premier Frost has stipulated that all exhibitors must pass the tax reduction to the public.

MPEA, SIMPP Yugo Deals Seen Pending

WASHINGTON, March 19. — New Yugoslav distribution deals are foreseen for the Motion Picture Export Association and the Society of Independent Motion Picture Producers.

It is understood that the Yugoslav Embassy has approached the SIMPP on a long-term deal for independent pictures for Yugoslavia, to be paid for in dollars. Ellis Arnall, SIMPP president, may meet with Embassy officials here soon.

It is also understood that the Yugoslavs are negotiating with the MPEA for modification or renewal of the distribution agreement made two years ago with Eric A. Johnston.

Johnson Would Swap His Bill For Trade Code

Wants Stars Disciplined, Shake-Up of MPAA

WASHINGTON, March 19.—Senator Ed Johnson (D., Colo.) indicated today he would be willing to forget about his proposed licensing bill if the industry adopts a strong system of self-regulation against morally objectionable behavior by industry members.

However, Johnson said, any such system must include "some changes in the top officials of the Motion Picture Association of America. I have no confidence in the folks there. They have neither the ability nor the will to do the job."

Johnson said he "might or might not" call off the hearings he has scheduled for mid-April if before that date he had "strong indication" that the industry would regulate itself, but

(Continued on page 3)

Realign MGM Sales Aides

In conjunction with the recently-announced revision in the structure of M-G-M's field sales divisions, which created two additional units, company distribution vice-president William F. Rodgers has realigned his department's home office assistants and their assignments, effective today. The number of home office assistants will continue to be five.

Charles F. Deesen has been assigned eight branches, namely, Cincinnati, Cleveland, Detroit, Indianapolis, Pitts-

(Continued on page 3)

Johnson Still Asks Federal Tax Repeal

Washington, March 19. — Senator Ed Johnson said the circumstances behind his licensing bill have not changed his views that the admission tax should be repealed. Johnson, a member of the Senate Finance Committee, last year authored an amendment to repeal all wartime excise taxes, and was featured in newsreels.

Pre-Selling

WHEN a Hollywood studio buys a story property, it publicizes it. When it casts the property, it is also publicized. All through the progressive steps of production, effort is maintained to keep pre-selling alive. The idea, of course, is to condition the awareness of the public to what finally comes its way.

Then enters the vacuum—the dead spot between the termination of Hollywood's publicity barrage and the preparation for release. It can be many months, all of them very loud in their silence.

This makes for a curious situation. The producer is being ingenious and persistent in building up an interest with his customers, the public, while the do-nothing distributor allows the activity to fizz out by by-passing parallel action with his customers, the exhibitors, through whom the public is reached.

There are those who are convinced this gap can be bridged by pre-selling in advertising directed squarely at the theatreman. To be effective, it must be a continuing process spread over a period of time. It should start when the picture goes in work, progressively record the highlights of production and establish a continuity which would bind the attraction from birth to delivery. At irregular intervals, several distributors have made passes at the idea but a complete wrap-up is yet to be done.

Currently, Universal-International and Columbia are thinking along these interesting lines. U-I took paid space to announce "shooting has begun on 'Winchester 73.'" Columbia spent its dollars to declare it was "proud to announce that filming of 'The Brave Bulls' will start this month . . . in Mexico."

It's a good beginning, but it will fail to get off the ground unless pursued to its logical conclusion.

RED KANN

Bergman, Schaefer, Richey to Speak

The National Board of Review will open its two-day 41st anniversary conference here at the Hotel McAlpin on Thursday, with 400 delegates from affiliated motion picture councils and other organizations expected to attend, it was announced by Quincy Howe, president of the Board.

Emphasis at this year's conference will be on production and exhibition, with the following slated to speak: Maurice Bergman, Universal-International; Bertram Bloch, 20th Century-Fox; Arthur DeBra, Motion Picture Association of America; Joseph Lerner, Laurel Films; Henderson M. Richey, M-G-M, and George J. Schaefer, Stanley Kramer Productions.

Personal Mention

WILL H. HAYS is visiting the Coast from New York and will return about April 1.

M. A. LIGHTMAN, Sr., president of Malco Theatres, has been named co-chairman of the Memphis Round Table, an organization of Christians and Jews. He succeeds WILLIAM GOODMAN, attorney.

STANLEY KRAMER and GEORGE GLASS, president and vice-president, respectively, of Stanley Kramer Productions, ended a three-week New York visit on Friday to return to Hollywood.

ARTHUR W. KELLY, executive vice-president of United Artists, is back in New York from the Coast.

J. J. UNGER, of Rogers and Unger J. Associates, left here over the weekend for Hollywood.

MR. and MRS. SAMUEL GOLDWYN arrived at the weekend from the Coast and will leave here on April 14 for England and the Continent. They will celebrate their 25th wedding anniversary in Paris on April 23.

JOEL LEVY, Loew's out-of-town booker, has returned to his desk here after a brief illness.

HAROLD MIRISCH, Monogram and Allied Artists vice-president, has returned to Hollywood from New York.

J. ARTHUR RANK is due here from England today on the *SS Queen Mary*.

'I AM A BOOSTER'

Hollywood, March 19.—Industry-wide sponsorship of a sell-the-movies campaign pegged on lapel buttons reading "I AM A BOOSTER" has been proposed by Sid Rogell, RKO executive producer.



Sid Rogell

Buttons could be sold for \$1 to everyone in the industry and proceeds donated to a worthy charity, one either identified with the industry or of general public character. Rogell believes the campaign in operation either would convert the pessimists about motion pictures inside and outside the industry or would shame them into silence.

The "Booster" slogan, he points out, would inspire questions from the uninitiated, thereby providing wearers with a ready opportunity to circulate good news about motion pictures and the industry. Sale of the buttons could be tied up with addresses of industry leaders before business and civic organizations, Rogell believes.

Tax Letter

(Continued from page 1)

for discriminatory treatment. And in our particular locality, movies are practically the only amusement the people have. And we believe that you will agree that some sort of relaxation is almost vital to the well-being of any normal person. If the tax on movies is fair, then why isn't a special tax levied on newspapers, magazines and books?

"The number of petitions being forwarded to you are almost equal in number to the population of Whiteface. We would like to have an expression from you as to your stand on this unfair tax situation, in order that we may pass the information along to our patrons, several of whom have asked if we know how you feel about this tax.

"Believing that we can depend on you 'to go to bat' to right a wrong that affects almost every family in your district, we want to thank you in advance for your efforts, and will pass on to our patrons the stand you take. Incidentally, we have signed a pledge to pass on the tax savings to our patrons, with the idea that lower admissions will help bolster sagging box-office receipts."

200 to Speak

(Continued from page 1)

Brylawski, Theatre Owners of America; Indianapolis, Mark Wolf, Y. and W. Circuit; Los Angeles, Sherrill Corwin, TOA; Memphis, Herbert Kohn, Malco Circuit; St. Louis, Edward Rudolph, Columbia, Ill.; Albany, Rudy Lamont, TOA; Boston, Sam Pinanski, TOA; Cleveland, Jack Armstrong, Paramount; Philadelphia, Harold Cohen; Atlanta, Nat Williams, TOA; Des Moines, Ben Kubby; Buffalo, Will Dipson and Elmer Lux.

March 22: Kansas City, Elmer Bills; Oklahoma City, Morris Loewenstein, TOA.

Bills and Loewenstein

March 23: San Francisco, Joseph Blumenfeld, Blumenfeld Circuit; Salt Lake City, Ralph Trathen, TOA; Dallas, Claude Ezell; Charlotte, H. D. Hearn, Exhibitors' Service; Portland, H. L. Percy; Denver, Charles Gilmour, Gibraltar Circuit; Milwaukee, Ben Marcus, Allied States; New York, Fred Schwartz, Century Circuit; Omaha, Howard Kennedy; Minneapolis, Ben Berger, Allied; Pittsburgh, Morris Finkel, Allied; Seattle, L. O. Lukan, Pacific Coast Conference of Independent Theatre Owners.

Newsreel

Parade

THE 20th Century-Fox "Showmanship Meeting" in Chicago and the tragic Wales air crash are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 23—Smallest plane in the world. Navy's huge tests. 20th Century-Fox "Showmanship Meeting" in Chicago. One-legged skiers in the Alps. World record ski jump.

NEWS OF THE DAY, No. 257—Some 80 killed in world's worst air crash in Wales. Red charges stir Senate inquiry. Latest films of Stalin. Navy tests parachutes. Midget plane. Flying disc. Record ski jump.

PARAMOUNT NEWS, No. 60—Verona. Italy horse fair. Spotlight on Senator McCarthy's "Red" accusations. World's worst air crash takes 80 lives in Wales. Rainwear fashion show. Navy parachute jumping demonstrated.

TELENEWS DIGEST, No. 11-B—Cross-fire in Red probe. King Leopold wins Belgium's referendum. Queen Juliana on a ski vacation. Prince Bernhard arrives in N. Y. Mohammed Zahir Shah visits Nice. King Gustav vacations in Greece. Collapsible baby-buggy. Caribbean Olympics.

UNIVERSAL NEWS, No. 335—Submarine raised. "Wee-bee" plane. Wales air crash. Stalin's birthday. Navy parachute jumping. 20th Century-Fox showmanship meet in Chicago. Charles Coburn celebrates 60 years as actor.

WARNER PATHE NEWS, No. 62—Saar dismantling. Stalin celebrates birthday. Submarine *Truculent* raised. Small plane. Airplane crash in Wales. Navy parachutes demonstrated. Spring fashions. Snow sports. Ski bobbing; tobogganing; ski jump.

Hollingsworth Rites; Veteran Circuit Head

WASHINGTON, March 19.—Funeral rites were held yesterday for Urie Hollingsworth, veteran exhibitor, who died unexpectedly late Thursday of a heart ailment.

Hollingsworth was owner of the Capitol Theatre in Capitol Heights, Md.; president of the Laurel Theatre Corp., operating the Laurel Theatre in Laurel, Md., and vice-president of the Fairlawn Amusement Co., operating theatres in the District of Columbia. He was in the theatre business for over 30 years.

Hundreds of 'Francis' 'Plugs' on Radio, TV

Universal-International reports that a "record number" of network, regional and local radio and television promotions have been obtained by the company for "Francis."

On the national networks were 109 breaks; regional networks, 72; local radio, 75; television networks, 41, and local New York television shows, 13. These do not include local radio and video promotions in connection with key city openings other than New York.

Goldberg Promoted, Alicote with Para.

Fred Goldberg has been promoted from trade press contact at Paramount's home office to syndicate contact, it was announced at the weekend by Max E. Youngstein, director of advertising-publicity. John C. Alicote, formerly with Eagle-Lion and more recently publicist for independent producers of TV films, replaces him.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone C1rcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

Hear MPEA Reports On East Europe, Japan at Luncheon

Executives of the film companies' foreign departments were apprised on Friday of developments and prospects in Europe's "Iron Curtain" countries in Japan by Motion Picture Export Association's Eastern European supervisor, Louis Kanturek, and by managing director in Japan, Charles Mayer. The occasion was a luncheon held in their honor at the Harvard Club here. MPEA vice-president and general manager Irving A. Mass was host.

Present were: Norton V. Ritchey, Arnold Picker, Charles Goldsmith, Orton Hicks, William Piper, Douglas T. Yates, Robert K. Hawkinson, Emanuel D. Silverstone, Francis L. Harley, Harry Schroeder, Thomas P. Mulrooney, Al Daff, Charles A. Kirby, John J. Glynn, John G. McCarthy, Frederick W. DuVall, Herbert J. Erlanger, Frank J. Alford, William M. Levy, Sidney Lieb, Bernard Mazer, Francis S. Harmon, Alfred F. Corwin and Theodore Smith.

'City Lights' 'Richly Rewarding Today'

The years have been reasonably kind to "City Lights."

MOTION PICTURE DAILY's Hollywood reviewer, in the edition of Jan. 31, 1931, reported the film "moved a premiere audience to almost unrestrained laughter and applause." It was hailed as Chaplin's greatest of the time.

That same original version with its music and sound effects is now set for re-release by United Artists as the first of a series of Chaplin features and there is an untapped audience in the new generation to whom the Chaplin of old is only a part of history. It promises, still, some "unrestrained laughter" but not consistently over its 85 minutes of running time.

Chaplin's exquisitely humorous pantomime doubtless will prove richly rewarding for audiences today. But some dull spots show through the overall fabric, what with over-extended burlesque situations and the uniquely Chaplin pathos which strike a strange note in these days of subtlety and sophistication.

G.A.

'Treason' to Mayfair

"Guilty of Treason," the Jack Wrather-Robert S. Golden production released by Eagle-Lion, will be the next attraction at the Mayfair Theatre here, following the current run of Walt Disney's "Cinderella," William J. Heineman, E-L distribution vice-president announced yesterday.



**BANKING FOR THE
MOTION PICTURE
INDUSTRY**

**BANKERS TRUST
COMPANY**

NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Review

"Our Very Own"

(Goldwyn-RKO Radio)

A SENTIMENT-DIPPED study of the anguish of a girl who on her 18th birthday discovers that she is an adopted child is presented in Samuel Goldwyn's "Our Very Own." A polished production, it is tailored for audience appeal, especially for the distaff side. The focal role is enacted by Ann Blyth, with Farley Granger and Joan Evans sharing the lead, and support coming from Jane Wyatt, Ann Dvorak and Donald Cook.

By way of background the Goldwyn production offers a winsome glimpse of what is presented as the typical, happy American family. Miss Blyth, eldest of three children, one day is informed by her spiteful sister, Miss Evans, that she is an adopted child. The knowledge causes an emotional shock in her and a consequent crisis develops for the entire family. Upon learning that her real mother is alive, Miss Blyth goes to visit her, only to be filled with the painful realization that they really are worlds apart. In the meantime, the upsetting incident causes a disturbance in Miss Blyth's relations with her boyfriend, Granger.

The original screenplay, by F. Hugh Herbert, is obvious in development but its mixture of tears and laughter will have many a patron leaving the theatre with a glow. The finale reaches a happy peak as Miss Blyth returns to her foster parents and reunites with Granger.

Acting is generally good, with fine vignettes created by Cook and Miss Wyatt as the foster parents, and Miss Dvorak, as the girl's real but dissolute mother. Natalie Wood, as the youngest child, scampers pleasantly about the periphery of the story with conscious precocity. David Miller has given the production a steady and fluid direction.

Running time, 93 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Realign MGM Aides

(Continued from page 1)

burgh, St. Louis, Oklahoma City and Memphis. Paul J. Richrath will handle Albany, Boston, Buffalo, Philadelphia, New Haven, New Jersey and New York. Irving Helfont has been assigned Los Angeles, San Francisco, Denver, Kansas City, Portland, Seattle and Salt Lake City. Leonard Hirsch will handle Atlanta, Charlotte, Dallas, Washington and New Orleans. Sidney Lefkowitz has been assigned Chicago, Des Moines, Omaha, Milwaukee and Minneapolis.

In some instances the assignments of individual home office assistants include cities that are in more than one of the seven M-G-M divisions.

TV Jurisdiction

(Continued from page 1)

matter of video jurisdiction differs from that held by the Screen Actors Guild in that the latter has sought jurisdiction over talent in filmed television only, whereas the SDG claims live as well as filmed.

SAG Offers 4-A Authority New Organizing Plan

HOLLYWOOD, March 19.—Screen Actor Guild's board has invited 4-A's Television Authority to join in coordinated collective bargaining drives to secure better wages and working conditions for performers in all television fields, offering a new proposal as an alternative for the partnership formula which TA has so far declined to accept. The new plan proposes that TA assume responsibility of organizing "live" television, with SAG to do same in film TV, with close co-ordination of bargaining procedure in both fields. SAG agrees to mediation if necessary to clarify jurisdiction and offers financial assistance in organizing the "live" field.

Lind Touring for 'Annie'

Dot Lind, touring the country in behalf of M-G-M's "Annie Get Your Gun," is in Washington today from Norfolk. During the week she will visit Baltimore, Philadelphia, Pittsburgh and Harrisburg, before coming to New York next Sunday.

Sen. Johnson

(Continued from page 1)

that in any event he would be "greatly pleased" if such a plan were worked up. "The hearings might be the proper place to go over it," he said.

However, he continued, "The important thing isn't to call off the hearings but for them to adopt a policy of self-regulation. I am trying to help the industry—I am very fond of motion pictures."

Meanwhile, on Friday, Senator Sheridan Downey (D., Calif.) issued a statement strongly attacking the Johnson bill. Declaring it was "one of the most extreme proposals I have ever encountered," Downey said that "never before has it been proposed to subject a legitimate industry to the control of a government department such as would be imposed upon the motion picture industry. For the sake of punishing a film star, are we to inflict the indignity of constant policing and surveillance upon the whole body of film workers?"

Downey said that Johnson's proposal "though well-intentioned, I am sure, is so dangerous and so contrary to democratic ideals that I cannot express too strongly my opposition to any such restrictive measure." He pointed out that for every one individual in the industry who offends, "thousands live decently and wholesomely," and cited the example of Coleen Townsend as having done "much to inspire the youth of our country."

The motion picture industry has strict standards which are faithfully observed, Downey declared. "At the head of the industry there is one of the outstanding leaders of this nation—Eric A. Johnston, former president of the U. S. Chamber of Commerce, who properly enjoys the confidence of the theatre-going public, the industry and its thousands of workers. In addition there are numerous boards of censorship throughout the nation."

Johnson defended the constitutionality of his bill and of state censorship of motion pictures.

'Plugs' Phonevision System on Telecast

Hollywood, March 19.—Zenith Corporation president Eugene F. McDonald Friday night took his case for Phonevision direct to the public in a telecast over station KTTV, appearing in person for an interview following the screening of a 30-minute explanatory reel. He said his next trial, following a 90-day test beginning Sept. 1 at Chicago, will cover a complete city, probably Rochester, N. Y., or Lincoln, Neb., but the date for this is not yet determined.

Torres Appoints Kapit

Harry A. Kapit, president of General Film Products, has been appointed American representative to supervise publicity, exploitation and distribution of Hispano-Continental Films product in the U. S., it is announced by Miguel C. Torres, president of Hispano-Continental.



**DAYLIGHT
and
OVERNIGHT
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MAINLINER
300s
11½ hrs. onestop
to LOS
ANGELES**

"the Hollywood"

Leave noon, arrive 8:30 pm

"the Los Angeles"

Leave 9 pm, arrive 5:40 am

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THEY'RE *ALL* APPLAUDING

NATIONAL SCREEN SERVICE



INTERSTATE CIRCUIT, INC.
PALACE THEATRE
FORT WORTH 2, TEXAS

Mr. J. O. McClanahan
National Screen Service

Dear Mac:

Please know that I am most grateful for the exceptional service given us on the Hillbilly Contest trailer for the Palace Theatre. Heaven only knows how you got it out on such short notice, but it certainly helped me get out from behind the 8-ball.

Besides that, it is a doggone good trailer. Thanks again,

Yours very truly,
Doc

HAMPTON THEATRE
HAMPTON, NEW HAMPSHIRE HAMPTON 339

NATIONAL SCREEN SERVICE CORP.

BY THE WAY—MANY COMPLIMENTS ON THE JR. NEW YEARS TRAILER—CONGRATS. WE HAD MANY COMMENTS, ALL A PLEASURE.

ALSO BY THE WAY—WE HOPE THE SERVICE CONTINUES AS IN THE PAST—WHICH IS ALSO VERY EXCELLENT—WE ARE, AND HAVE BEEN, A VERY HAPPY AND SATISFIED CUSTOMER—IN FACT, WE MARVEL AT THE SERVICE WE GET WITH SOME OF THE VERY SHORT BOOKING NOTICE WE HAND THE BOSTON OFFICE.

HAMPTON THEATRE,
B. Stevens



The LIBERTY
'Your Friendly Theatre'
SHAMROCK, TEXAS

Post Office Box 19

J. Subert Worley

Mr. "Doc" Allen
National Screen Service Corp.

Dear Doc:

Didn't think it could be done but you certainly proved that it could, when I telephoned you at 11:45 a.m. for a Special Trailer to be made up, and it was on our screen the following afternoon. This could easily be classified as 'Jet Propulsion' service and I want you to know that this kind of service is greatly appreciated.

Yours very truly,

Subert

"IT'S THE BRIGHTEST SPOT IN TOWN"



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 67. NO. 54

NEW YORK, U. S. A., TUESDAY, MARCH 21, 1950

TEN CENTS

13 20th-Fox 'Showmanship' Confabs Today

Industry, Press, Civic Officials Will Attend

Thirteen cities will launch regional "Showmanship Meetings" today under the sponsorship of 20th Century-Fox.

With thousands of exhibitors scheduled to attend the one-day sessions, agenda for the conclaves will follow the pattern laid down earlier this month at 20th's Chicago conference, when over 400 exhibitors pledged themselves to a revitalized showmanship effort to increase attendance at the box-office.

At the 13 exchange centers meeting today both division and branch managers of 20th will preside at the morning sessions, bringing a report of the Chicago meeting, aided by first-hand accounts from leading exhibitors who attended that meeting. In addition, 20th Century-Fox's new "Showman's"

(Continued on page 5)

Month More For WB Split

More time for Warner to break with its exhibitor partners, probably an additional 30 days, is expected to be granted by the Department of Justice which, earlier, had set the deadline for today.

Warner attorneys will be in Washington from New York today for huddles with the Justice Department on

(Continued on page 5)

Warner 'Collarites' Vote to Strike

Authority to call a strike of Warner's 525 home office "white collar" workers was given the executive board of "IA" Local H-63 by the unanimous vote of 1100 members attending a meeting at Palm Gardens here last night. In addition, members working for other companies here voted to assess themselves half-a-day's pay each week for a strike fund, said Russell Moss, vice-president.

MPEA Members to Get \$1,600,000 from Japan

Member companies of the Motion Picture Export Association will receive from Japan remittances totaling \$1,600,000 for 1949-50, it was reported here yesterday by Charles Mayer, MPEA managing director in Japan.

The companies have accumulated in Japan in consequence of MPEA operations there since the end of World War II a vast amount of yen, he said, declining to reveal the exact figure.

Mayer, who will fly back to Tokyo today following a week of conferences in New York with MPEA vice-president Irving A. Maas and other association executives, said he believes MPEA operations in Japan will continue indefinitely notwithstanding the fact that the U. S. Military Authority is expected momentarily to rescind its regulation requiring the importation of each individual product or commodity to be handled by one organization. He pointed out, how-

(Continued on page 5)

Say Wilson Vetoes 'Exploratory' Talks On New Fiscal Pact

LONDON, March 20.—Harold Wilson, president of the British Board of Trade, is not disposed to engage in any "preliminary" conferences on revision of the Anglo-U. S. film industry remittance agreement, as proposed recently by the Motion Picture Association of America, it is reliably reported.

High officials of the Board of Trade state definitely that the negotiations will not begin here until after Chancellor of the Exchequer Sir Stafford Cripps presents the new budget to Parliament in mid-April.

When the talks are held, it is be-

(Continued on page 2)

'IA' Local Invades Another Sopeg Shop Variety Convention Committees Are Set

IATSE, which during the past two years has won away from Screen Office and Professional Employees Guild "white collar" units at four film companies here, has filed with the National Labor Relations Board a petition aimed at the taking over of Monogram, another SOPEG shop.

The petition, filed by Harold P. Spivak, attorney for "IA" Motion Picture Home Office Employees Local No. H-63, requests an NLRB election to

(Continued on page 4)

Universal Pictures Back 'In the Black'

Universal Pictures yesterday announced a consolidated net profit of \$12,924 for the 13 weeks ending last Jan. 28. This compares with a loss of \$717,535 for the corresponding period of the preceding fiscal year.

"U's" last quarter-period profit was the \$252,293 net earned in the second quarter of 1949.

Long-Range Plans For Promotions Necessary: Lipton

Trade conditions today require long-range promotion planning, David A. Lipton, Universal-International's advertising-publicity director, here from



David A. Lipton

"Francis" and other recent films as evidence that a full promotional push

(Continued on page 3)

19 Out of 25 In House Unit Favor Tax Cut

Only Kean (N.J.) Opposes Admission Levy Slash

WASHINGTON, March 20.—Nineteen of the 25 members of the full House Ways and Means Committee are committed to reduction or repeal of the Federal admission tax, according to the tax committee of the Council of Motion Picture Organizations.

The committee's list has seven members in favor of complete repeal and another 12 in favor of reduction.

Only one member—Rep. Kean (R., N. J.)—is opposed to any cut, with the remaining five members still refusing to be pinned down on the issue.

On the basis of this survey, the COMPO committee last week reported that reduction seemed "in the bag" as far as the Ways and Means group is concerned and that the only question was whether there would be complete repeal.

Anti-trust Suit Asks \$615,000

PHILADELPHIA, March 20.—Citing the recent reformed final decree in the Paramount case as evidence of distribution monopoly, Theatre Enterprises, Inc., of Baltimore filed a \$615,000 anti-trust suit against the eight majors and the Warner circuit in U. S. District Court here today.

The action was brought by the

(Continued on page 3)

Mid-South Allied and Nat'l Board to Meet

Memphis, March 20.—E. O. Cullins, president, has called the spring convention of Allied of the Mid-South for the Hotel Gayoso, Memphis, on May 24-25. The board of national Allied will also meet at the Gayoso on May 22-23 and most of the directors will stay over for the Mid-South convention.

Around 300 exhibitors from the Memphis territory will attend the convention.

(Continued on page 4)

NEWS in Brief . . .

THE as yet unnamed organization of independent film importers which is in process of formation in New York will conduct within two weeks its first general membership meeting, it was indicated yesterday by Morris Helprin, the organization's temporary chairman.

Hollywood, March 20.—Expressing satisfaction with the attitude of studio and independent producers, Eugene F. McDonald, president of Zenith Radio, left here today for Chicago after a week of conferences looking toward the acquisition of 90 features for a 90-day test run of Phonevision. McDonald declined to state whether any actual pledges of films were made.

SAN FRANCISCO, March 20.—The California state legislature has memorialized Congress to repeal the Federal admission tax, the California Theatre Association reports here.

Chicago, March 20.—J. Arthur Rank's "The Red Shoes" will return to the Loop at popular prices at the Telenews Theatre starting April 8 for an indefinite run. The Telenews will temporarily suspend its newsreel policy for the run of the film.

LONDON, March 20.—Eric Fredman, who is forming a new company to represent independent producers here and abroad, will leave for New York by plane tomorrow.

The New York Lodge of the Colosseum of Motion Picture Salesmen of America held its annual spring party last night at the Tavern-on-the-Green here. In attendance were over 100 film salesmen from all companies and industry representatives.

Johnston Off Friday For Coast Confabs

WASHINGTON, March 20.—Eric A. Johnston, president of the Motion Picture Association of America, will leave here Friday for the West Coast where he is expected to brief industry heads on the "foreign situation outlook," an MPAA spokesman said. He will stop at San Francisco for a day, and then go to Hollywood, returning to Washington in about a week.

MPAA Meeting Postponed

Because Eric Johnston and some heads of film companies will be unable to be in New York on March 27, the annual meeting of the Motion Picture Association of America, originally scheduled for that date, will be postponed. A new date has not been set yet.

Rank Delayed Two Days

Plans for greeting J. Arthur Rank had to be revised yesterday when word was received that the S.S. *Queen Mary* was 48 hours late. The ship now is not due until tomorrow.

Personal Mention

WOLFE COHEN, Warner International president, arrived here yesterday by plane from a two-month tour of company offices abroad.

ARTHUR B. TOURTELLOT, assistant to March of Time producer RICHARD DE ROCHEMONT, has published a book entitled *An Anatomy of American Politics*.

JULES LAPIDUS, Warner Eastern and Canadian sales manager, left here last night for Pittsburgh and Cleveland.

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here today for Indianapolis.

BEN HALPERN of Paramount's press book department, was married over the weekend and is honeymooning in Nassau.

FRED ZINNEMAN, director, will arrive here tomorrow from the Coast.

WILLIAM F. RODGERS, M-G-M sales vice-president, returned here yesterday from the Coast.

MILTON FORMAN joined Charles Schlaifer and Co. as production manager yesterday, replacing LOUIS FRIEDMAN, who has resigned to pursue a professional singing career.

ROGER FURSE of M-G-M's British studios, will arrive here today from the Coast and will leave Friday by plane for London.

CHRISTY WILBERT of the Charles Schlaifer agency, and MRS. WILBERT have left here for a vacation at Ft. Lauderdale, Fla.

WILLIAM B. ZOELLNER, head of M-G-M short subject and reprint sales, will return to New York from Dallas next Friday.

WILLIAM B. LEVY, sales supervisor for Walt Disney Productions, has returned here from the Disney Studios in Hollywood.

Million to Bendix Over Seven Years

Weekly payments over a period of seven years are embodied in an unusual contract signed by William Bendix and RKO Radio under which the actor will make two films a year at an over-all salary reported to be approximately \$1,000,000. Customary procedure is for contract stars to be paid either for 40 weeks each year or in a lump sum for each picture. In addition, the contract permits Bendix to work in television.

Sam Rhonheimer, 72, Veteran Showman

Funeral services will be held at Riverside Chapel here today for Samuel Rhonheimer, 72, head of the Rhonheimer Circuit of Queens, who died Sunday.

Rhonheimer was a charter member of the New York Independent Theatre Owners Association. He is survived by the widow, Gertrude; two sons, Raymond and Bertram, and a daughter, Loraine De Young.

Services Today for Edgar R. Burroughs

LOS ANGELES, March 20.—Funeral services will be conducted here today for Edgar Rice Burroughs, 74, creator of "Tarzan," who died on Sunday of a heart ailment. A total of 27 motion pictures were based on the Burroughs character and close to 36,000,000 copies of his books have been sold since the creation of the jungle character.

Publicist's Father Dead

Funeral services were held yesterday at Hartford, for Leo F. Grant, father of Russ Grant of Loew's publicity department, who died Friday after a long illness. The widow and another son survive.

Legion Reviews 20, Five in Class B

Twenty films have been reviewed by the Legion of Decency, with seven placed in Class A, Section I, eight in Class A, Section II and five in Class B. They are:

Class A, Section I: "Golden Gloves," "Winslow Boy" and "Passport to Pimlico," E-L; "Blue Grass of Kentucky" and "Young Daniel Boone," Monogram; "Reformer and the Red-head," M-G-M; "Iroquois Trail," UA. Class A, Section II: "Under My Skin," 20th Century-Fox; "Daughter of Rosie O'Grady," Warner; "No Sad Songs for Me," Columbia; "Outriders," M-G-M; "So Young, So Bad," UA; "The Agitator," Four Continents; "Singing Guns" and "Tarnished," Republic. Class B: "Whipped," UA; "Barricade," Warner; "Il Trovatore" (Italian), Globe; "No Man of Her Own," Para.; "One Way Street," U-I, and "Wabash Avenue," 20th Century-Fox.

Wilson Vetoes

(Continued from page 1)

lied that Wilson will insist that the American industry representatives come here prepared to conclude an agreement, and not merely to engage in exploratory preliminaries which, according to the MPAA proposal, would be followed at a later date by full-dress negotiations.

According to the MPAA plan, Eric Johnston and Ellis Arnall would come here, the meeting to be held in late with the American industry's full negotiating committee following at a later date to conclude an agreement. Wilson is represented as insisting upon a single meeting with delegates authorized to conclude an agreement thereat, the meeting to be held in late April or early May.

Deadline for review of the present remittance pact is June 13 of this year.

MGM to Film Four in April

HOLLYWOOD, March 20.—M-G-M's production schedule continues in high gear for 1950 with four major projects slated to go before the cameras in April, bringing the total number of films to start since Jan. 1 to 14.

Scheduled to roll in April are "To Please a Lady," starring Clark Gable and Barbara Stanwyck, with Clarence Brown as producer-director; "Watch the Birdie," a Red Skelton comedy to be produced by Harry Ruskin and directed by Jack Donohue; "Running of the Tide," with Edwin H. Knopf producing and Charles Vidor directing; "It's a Big Country," M-G-M special with production by Robert Sisk.

March starters include "Standoff," with Richard Goldstone producing and Gerald Mayer directing; "The Tender Hours," starring Jane Powell, Ricardo Montalban, Louis Calhern and Ann Harding, set to go this week with Roy Rowland directing and Jack Cummings producing; "Pagan Love Song," starring Esther Williams, due to start the end of the month in Hawaii with Arthur Freed as producer and Robert Alton directing.

Productions shooting in January and February included "Crisis," "Visa," "Toast of New Orleans," "Father of the Bride," "Right Cross," "The Next Voice You Hear . . ." and "A Life of Her Own." All but "A Life of Her Own" are finished and are now being edited.

Farnol Opens Office

Lynn Farnol, who recently resigned as director of advertising and publicity for Samuel Goldwyn productions, has opened his own publicity office in the RKO Building here.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY MILLAND - ROSALIND RUSSELL
EDMUND GWENN in
"A Woman of Distinction"
A Columbia Picture
SPECTACULAR STAGE PRESENTATION

See the destruction of the Temple on the
MAGIC CYCLODRAMIC SCREEN!
See the destruction of the Temple on the
MAGIC CYCLODRAMIC SCREEN!
Spectacular Stage Presentation

The Funniest
film surprise
in years!!!
"Francis"
A Universal-International Picture
PARAMOUNT
Midnight Feature
Nightlife

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

100-Million Attend Red Cross Theatres

Washington, March 20.—Attendance at Red Cross film theatres in military hospitals topped the 100,000,000 mark this month, it was announced at national headquarters. More than 100,000 individual showings of first-run films have been given since the program began in Nov., 1941.

At its peak during the war the Red Cross film program, operating in 437 hospitals, was one of the largest circuits in the world. About 75 military hospitals now receive the films regularly. The films are rented from major companies and released prior to their appearance in first-run commercial theatres.

Lastfogel Retires as Camp Shows Head

James Sauter has been elected president of Veterans Hospital Camp Shows, it is announced by Abe Lastfogel, who is retiring as president after nine years of service, to become chairman of the board.

Veterans Hospital Camp Shows is an outgrowth of USO-Camp Shows, of which Lastfogel became president in 1941, and provides entertainment for 100 "VA" Hospitals in 43 states. Sauter moves up to his new post from vice-president and director, and will shortly initiate plans for a fund-raising campaign.

Skouras, Silverstone Ending Visit Abroad

LONDON, March 20.—Spyros Skouras, 20th Century-Fox president, is scheduled to leave here by plane tomorrow for New York. Skouras conferred here today with Maurice Silverstone, 20th-Fox International president, who came here from the Continent. Silverstone is scheduled to leave for New York on the S. S. *Queen Elizabeth* later this week.

Long-Range Plans

(Continued from page 1)

results in improved box-office revenue. He said U-I has been "preaching the gospel of showmanship" for a long time, that the studio is fashioning its pictures with "built-in showmanship values."

Lipton said that U-I's policy has been a close working relationship between the advertising-publicity department and both production and sales. He said publicists sit in on consultations on story properties under consideration, casting and other production preliminaries with the aim of stressing showmanship values. The players, additionally, have been instilled with the idea that they have a stake in a picture upon its completion and are being used extensively in regional build-ups through personal appearances. Transcribed interviews now are being used by 700 radio stations and a special five-minute television show is prepared at the studio, with stills and commentary, for use by 45 TV stations, Lipton said.

Lipton said the company's regular trailers are available to exhibitors for telecasting with the music deleted, as is required.

NLRB Rules on Six Points of Studio Painters-IA Dispute

WASHINGTON, March 20.—The National Labor Relations Board has taken further action in the elections between the IATSE and the AFL Painters Union to represent scenic artists, painters and other similar workers at most studios. Elections were held on Oct. 13, and in practically every studio, either IATSE or the painters objected to the outcome. NLRB today made the following rulings:

Certified the painters as representative for workers of the Independent Motion Picture Producers Association, having obtained nine of 14 votes cast.

Overruled IATSE objections that the number of voters was below average and that they had been coerced to favor the painters.

Found that at major studios, 95 votes had been cast for IATSE, 69 for the Painters Union, and 649 had been challenged.

Sees No Coercion

Overruled objections by the Painters Union that a questionnaire distributed to 303 voters at major studios had coerced them into voting for IATSE, and said these questionnaires were necessary to establish the voters' eligibility.

Rejected challenges by the Painters Union to the ballots of 339 voters at major studios. The painters said these voters had been compelled as a condition of employment to vote for the IATSE. The Board said there was no evidence of this and ordered the ballots to be counted.

Upheld challenges by the IATSE and the Board agent to ballots cast by 274 persons not employed during the eligibility period. The painters had said these were strikers entitled to reinstatement.

Directed the counting of five other ballots, the rejection of eight others, and the voiding of one ballot. It said that ballots of employees at Goldwyn Studios and Roach Studios should not be counted since they had broken from the Association of Motion Picture Producers.

All ballots which the Board sustained are to be counted within 10 days.

Anti-trust Suit

(Continued from page 1)

plaintiff on behalf of its year-old Crest Theatre, charging conspiracy to withhold first run product and seeking treble damages of \$205,000 in estimated losses in first run business, or "alternative damages for the loss of its subsequent business" of \$52,000 trebled. The plaintiff also asked for injunctions against clearance restrictions in favor of downtown Baltimore theatres and against withholding "reasonable clearance" between the Crest and "those theatres with which it is presently in substantial competition."

The 1600-seat Crest is seven miles from downtown Baltimore and the plaintiff alleges it is not in substantial competition with the downtown houses. The theatre began operation in February of last year after unsuccessfully attempting to get first run product.

The action was filed by Gray, Anderson, Schaffer and Rome, who also prosecuted the William Goldman case successfully in Philadelphia.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS

of

NIVEN BUSCH'S PRODUCTION

of

"THE CAPTURE"

ALBANY	Wed.	Mar. 29	8:00 P.M.
Fox Screening Room, 1052 Broadway			
ATLANTA	Wed.	Mar. 29	10:30 A.M.
RKO Screening Room, 195 Luckie St., N.W.			
BOSTON	Wed.	Mar. 29	10:30 A.M.
RKO Screening Room, 122-28 Arlington St.			
BUFFALO	Wed.	Mar. 29	2:30 P.M.
Motion Pic. Oper. Scr. Rm., 498 Pearl Street			
CHARLOTTE	Wed.	Mar. 29	2:00 P.M.
Fox Screening Rm., 308 S. Church Street			
CHICAGO	Wed.	Mar. 29	11:00 A.M.
RKO Screening Rm., 1300 So. Wabash Ave.			
CINCINNATI	Tues.	Mar. 28	8:00 P.M.
Palace Screening Rm., 16 East 6th Street			
CLEVELAND	Wed.	Mar. 29	10:30 A.M.
Fox Screening Rm., 2219 Payne Avenue			
DALLAS	Wed.	Mar. 29	2:30 P.M.
Republic Screening Rm., 2011½ Jackson Street			
DENVER	Wed.	Mar. 29	2:00 P.M.
Paramount Screening Rm., 2100 Stout Street			
DES MOINES	Wed.	Mar. 29	1:00 P.M.
Fox Screening Rm., 1300 High Street			
DETROIT	Wed.	Mar. 29	2:30 P.M.
Blumenthal's Screening Rm., 2310 Cass Ave.			
INDIANAPOLIS	Wed.	Mar. 29	1:30 P.M.
Universal Screening Rm., 517 N. Illinois St.			
KANSAS CITY	Wed.	Mar. 29	2:00 P.M.
Paramount Screening Rm., 1800 Wyandotte St.			
LOS ANGELES	Wed.	Mar. 29	2:30 P.M.
RKO Screening Rm., 1980 S. Vermont Ave.			
MEMPHIS	Wed.	Mar. 29	2:00 P.M.
Fox Screening Rm., 151 Vance Avenue			
MILWAUKEE	Wed.	Mar. 29	2:00 P.M.
Warner Screening Rm., 212 W. Wisconsin Ave.			
MINNEAPOLIS	Wed.	Mar. 29	2:30 P.M.
Fox Screening Rm., 1015 Currie Avenue			
NEW HAVEN	Wed.	Mar. 29	2:00 P.M.
Fox Screening Rm., 40 Whiting St.			
NEW ORLEANS	Wed.	Mar. 29	10:30 A.M.
Fox Screening Rm., 200 South Liberty St.			
NEW YORK	Wed.	Mar. 29	10:30 A.M.
Normandie Thea., 53rd & Park Ave			
OKLAHOMA	Wed.	Mar. 29	10:30 A.M.
Fox Screening Rm., 10 North Lee St.			
OMAHA	Wed.	Mar. 29	1:00 P.M.
Fox Screening Rm., 1502 Davenport St.			
PHILADELPHIA	Wed.	Mar. 29	2:30 P.M.
RKO Screening Rm., 250 N. 13th Street			
PITTSBURGH	Wed.	Mar. 29	1:30 P.M.
RKO Screening Rm., 1809-13 Blvd. of Allies			
PORTLAND	Wed.	Mar. 29	2:00 P.M.
Star Screening Rm., 925 N.W. 19th Avenue			
ST. LOUIS	Wed.	Mar. 29	11:30 A.M.
RKO Screening Rm., 3143 Olive Street			
SALT LAKE CITY	Wed.	Mar. 29	1:30 P.M.
Fox Screening Rm., 216 E. 1st St. South			
SAN FRANCISCO	Wed.	Mar. 29	2:00 P.M.
RKO Screening Rm., 251 Hyde Street			
SEATTLE	Wed.	Mar. 29	2:30 P.M.
Jewel Box Screening Rm., 2318 Second Ave.			
SIoux FALLS	Wed.	Mar. 29	10:00 A.M.
Hollywood Thea., 212 N. Phillips Avenue			
WASHINGTON	Wed.	Mar. 29	10:30 A.M.
Fox Screening Rm., 932 New Jersey Avenue			

See Ontario Tax Cut From 20 to 12½%; Effective on April 1

TORONTO, March 20.—“The new average tax will be 12½ per cent,” it was announced today by Arch H. Jolley, executive secretary of the Ontario Motion Picture Theatres Association, after a study of the reduction in the provincial admission tax announced last Friday.

Original indications were that the tax would be cut from 20 per cent to 15 per cent. The new tax will be effective April 1.

Famous Players Canadian published a large advertisement in the daily newspapers today to express its appreciation to the government for cheaper admissions.

Variety Convention

(Continued from page 1)

Poche, Rodney Toups; registration, J. L. Boyer, J. R. Lamantia; local advertising, Gar Moore, Leo Seichshaydre; reservations, Houston Duvall, Willis Houck; publicity, John Dostal, A. E. Chadick; radio, Ted Fontelieu, Jimmy Gordon, Robert D. Swezey; transportation, Dan Brandon, George Pabst; signs and decorations, Harry Batta, Betty Finman; greeters, Jack Dumestre, G. J. Dureau; Humanitarian Award banquet, Seymour Weiss, Maurice Barr; ladies, Mrs. Rodney Toups, Mrs. L. C. Montgomery and Mrs. Gaston Dureau; finance, N. L. Carter, M. H. Jacobs; gifts and souvenirs, William Coker, F. F. Goodrow; information, Abe Berenson,

Reviews

“Federal Agent at Large”

(Republic)

THE efforts of a U. S. Customs agent to track down a ring of gold smugglers has been turned into a routine but actionful melodrama. Dorothy Patrick, Robert Rockwell and Kent Taylor take the leads in the melodramatic doings, while Estelita Rodriguez as a nightclub vocalist, provides some musical interludes.

The screenplay, by Albert DeMond, has the underworld group smuggling gold from its headquarters in Mexico to the United States for re-shipment to the Orient where it is sold at inflated prices. Taylor as the agent assigned to the case, assumes the guise of a mobster and through that strategy becomes a member of the smuggling group. After going through a series of dangers he is able to get back to the authorities the identity of the gang mastermind but only at the cost of his own life. Running through the story is a romance between Miss Patrick, a guilt-stricken member of the gang who is trying to go straight, and Rockwell, a college professor who through blackmail has been pressed into service by the group. In a bang-up finale, Federal authorities converge on the gang, bring them to justice, and pave the way for romantic triumph. Stephen Auer was associate producer and George Blair directed.

Running time, 60 minutes. General audience classification. Release date, March 12. MANDEL HERBSTMAN

“Tarzan and the Slave Girl”

(RKO Radio)

TARZAN has undergone a change in this latest picture about the jungle man. Not only does Lex Barker play opposite a new Jane, attractive Vanessa Brown, but the eyes of the audience should also be gladdened by the presence of fiery Denise Darcel, a recent importation from France.

The screenplay, by Hans Jacoby and Arnold Belgard, provides plenty of the expected animal antics as well as the opportunity for Tarzan to have still another successful adventure. The Lionians are kidnapping jungle girls right and left and terrifying the natives. Tarzan goes in pursuit but they get Jane and Denise, the latter a nurse to Arthur Shields, a doctor. The Lionians are suffering from a dread disease and Tarzan sets out to bring the doctor with serum to their hidden capital. He succeeds after encountering numerous obstacles. Produced by Sol Lesser and directed by Lee Sholem, the cast also includes Robert Alda, Hurd Hatfield, Anthony Caruso and others.

Running time, 74 minutes. General audience classification. March release.

Seymour Weiss, Page Baker; “VIP,” Gaston Dureau, W. A. Prewitt, Jr.; Lucas Conner; Variety Clubroom, “trouble shooter,” L. C. Montgomery.

Short Subject

“The Male Look”

(March of Time—20th Century-Fox)

The idea that woman is the clothes conscious sex is given some highly humorous refutation in March of Time's latest release, “The Male Look.” The subject describes man in his efforts to look dapper from his first three-cornered pants and onward through life. For entertainment value, the subject rates high in the series.

Radio's “Senator Claghorn” takes over in one scene to comment on the South's clothing costumes. The film is also a commentary on man's losing fight against the inroads of time, and his recourse to tonics, steam baths, diets, and, alas, girdles. Running time, 16 minutes.

‘IA’ Invades SOPEG

(Continued from page 1)

determine the bargaining agent for the “white collar” employees of the Monogram exchange here.

Although Monogram employees have been affiliated with SOPEG, all filed cards recently designating Local H-63 as bargaining agent, it was reported yesterday by Russell Moss, executive vice-president of the local.

Indicating that H-63 intends to press further its invasion of SOPEG units, Moss said “it is hoped that by 1951 all office employees in the motion picture industry in New York will be under the banner of Local H-63, and employers will no longer be able to play off one union against another.”

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ALAN LADD as

CAPTAIN CAREY

as the American soldier who never laid down his arms
the wartime betrayal of his buddy and his sweetheart
of the underground was avenged!

co-starring
WANDA HENDRIX with Francis Lederer · Joseph Calleia · A MITCHELL

Produced by RICHARD MAIBAUM · Directed by MITCHELL LEISEN · Screenplay by RICHARD MAIBAUM · Introducing the newest Livingston-Evans song hit, “Mona Lisa”

Says Films Here Lose \$500,000 a Week to TV

Portland, Ore., March 20.—Film theatres in New York City alone are losing about \$500,000 weekly because of patrons staying at home to view television, it is estimated by Charles P. Skouras, president of National Theatres, who was here for conferences with executives of Evergreen Thatres. The general box-office drop, he added, is also due in part to a slump in all business. The answer is in better pictures, said Skouras.

\$1,600,000 from Japan
(Continued from page 1)

ever, that the decision whether MPEA operations are to continue or individual company operations are to be set up rests with the MPEA board. With Hollywood motion pictures serving as the tools of instruction, Japan has become an "immense classroom" in which millions of its people are learning more about America and the American way of life than ever before, Mayer reported. Employing native lecturers in conjunction with the showing of U. S. films, MPEA sponsored 4,253 individual lectures about America in 723 Japanese cities and towns up to the end of last year, the aggregate attendance having been 1,314,149. Mayer said that with the permission of Japanese educational and prefectural authorities over 1,400 American motion picture exhibits

13 'Showmanship' Meetings

(Continued from page 1)

Guide to Better Business" will be outlined by the manager or a representative from the company's home office. The afternoon's program will be given over to exhibitors attending the session. An exhibitor moderator will preside in the afternoon and lead open-forum discussions of showmanship plans. The discussions will be based on 20th's plan unveiled at the morning meeting. In all cases, exhibitors will meet in the evening for dinner, a preview of one of the company's key pictures.

Leaders of every exhibition branch of the industry will attend the meeting, with representatives of both Theatre Owners of America and national Allied taking part in the program. Following is a final list of the principal speakers for most of the cities meeting today and tomorrow:

- ALBANY, March 21: Harry Lamont, TOA, moderator, Sid Kallett, Bernie Diamond, Clift Brady, Leonard Rosenthal.
- BOSTON, March 21: Mayor John B. Hynes, Gov. Paul A. Dever, Mass., Gov. John Pastore, R. I., Elliott Norton, Arthur Lockwood, U. S. Senator Joe Martin, Martin Mullin, Leslie Bendslev, Sam Pinanski, moderator, Hal Wheeler.
- CLEVELAND, March 21: Ward Marsh, Jack Armstrong, moderator, Martin Smith,

have been set up in the past two years in leading department stores, schools, colleges, railway terminals, municipal buildings and other public places. U. S. Army occupation officials in Japan pass on every American picture sent to that country from a list of subjects supplied by the Export Association. No American war pictures have been shown yet, but, in Mayer's opin-

- Frank Murphy, Nat Wolf, Meyer Fine, Louis Schine, M. B. Horwitz, Leo Jones.
- MEMPHIS, March 21: Edwin Howard, Max Connett, Ed Cullins, M. A. Lightman, Herbert Kohn moderator, Jack Katz.
- ST. LOUIS, March 21: Tom Edward, A. B. Jefferies, William H. Hoffman, Eddie Arthur, Dave Arthur, John Meinardi, I. Wienshien, Tommy James, J. Frisina, Dave Jones, Bob Johnson, Herb Monk, Edward Rudolph, moderator.
- PHILADELPHIA, March 21: Lou Finske, Tom Walsh, Ted Schlanger, Jay Emanuel, Lyle Trenchard, Sidney Samuelson, Lewen Pizor, Harold Seidenberg, Mo Wax, Harold Cohen, moderator, Laura Lec.
- ATLANTA, March 21: Tommy Thompson, Paul Jones, Lauren Norvell, Nat Williams, moderator.
- KANSAS CITY, March 22: Ben Shlyen, Senn Lawler, O. F. Sullivan, Dale Danielson, Elmer Bills, moderator.
- DES MOINES, March 21: Charles Niles, Leo Wolcott, Ben Kubby, moderator.
- BUFFALO, March 21: Gus Lampre, Will Dipson, Elmer Lux, Merritt Kyser, Jack Read, Robert Hayman, James Eschelman.
- WASHINGTON, March 21: Jay Carmody, Lauritz, Garman, William F. Crockett, Julian Brylawski, moderator; Jack Fruchtman, Anthony Muto.
- INDIANAPOLIS, March 21: Corbin Patrick, Trueman Rembusch, Marc Wolf, moderator, Ted Gamble.
- LOS ANGELES, March 21: Charles Skouras, Herman Wobber, Al Lichtman, W. G. McKinny, Sherrill Corwin, moderator, Edwin Schallert.
- OKLAHOMA CITY, March 22: J. C. Hunter, Claude Motley, J. H. Griffin, Morris Loewenstein, moderator.

ion, if 20th-Fox's "Three Came Home" were admitted it would be a big "hit" with the Japs because, he said, "they are realists." Japanese producers, Mayer reported, have adopted a Production Code. Last year, under a quota based on 1934-1938 film imports, 104 U. S. films, three Russian, 20 British, 24 French and two Italian films played Japan.

Brief FWC on 'Showmanship'

HOLLYWOOD, March 20.—The National Theatres circuit will vigorously apply the principles and practices outlined at the 20th Century-Fox showmanship meetings in Chicago, president Charles P. Skouras informed upwards of 300 department heads, managers, buyers, bookers, exploitation, advertising and publicity men representing Fox West Coast at a joint meeting of the Northern and Southern California divisions at the Beverly Hills Hotel today.

Meeting for the first time in joint session for the kick-off of the eighth annual "Skouras Showmanship Campaign," the circuit personnel was fully briefed on all that transpired at the Chicago meeting and were supplied with copies of the Showmanship Manual with instructions to extend themselves to the utmost in the execution of the procedures outlined in it.

WB Partnerships
(Continued from page 1)

the company's projected consent decree in the overall industry anti-trust suit and are expected to ask for the partnership extension there. Twentieth Century-Fox has been allowed an additional 30 days, to April 20, for dissolution of its few remaining joint ownerships. The deadline had been yesterday. The fact that 20th-Fox received the additional time is taken to mean that Warner virtually is assured of the same consideration.

GET IT BECAUSE, PARAMOUNT'S GOT IT!

U.S.A.

ntil

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by Robert Thoren

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Concise
and
Impartial

VOL. 67. NO. 55

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TEN CENTS

338 Out Of 435 in House Back Tax Cut

Informs 20th - Fox Meet 15-Million Petitions Sent

WASHINGTON, March 21.—Some 338 of the 435 members of the House and a majority of Senate members are committed to Federal admission tax reduction or repeal, the local 20th-Fox "Showmanship Meeting" was told today by A. Julian Brylawski, member of the Council of Motion Picture Organization's tax committee and legislative representative for the Theatre Owners of America.

He said 15,000,000 petitions already have been sent to Congress, and recommended that exhibitors who have sent petitions to Congressmen and know their Congressmen are convinced the tax should be cut, to save their further efforts in this line for work on the Senate when the tax bill reaches there.

Nineteen of the 25 members of the full House Ways and Means Committee are committed to reduction or repeal of the tax, the COMPO committee disclosed here on Monday.

Mediator Asks WB, 'IA' to Try Again

Upon learning yesterday that authority to call a strike of Warner's 525 home office "white collar" workers was given Monday night to the executive board of IATSE Local No. H-65 by vote of the union membership, Federal Mediator L. A. Stone communicated with both the local and the company asking for one more attempt at conciliation.

It is expected a final conciliation meeting will be held before Stone

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Italian Film Laws Double Production

WASHINGTON, March 21.—Aided by two new protective laws, film production in Italy jumped to 95 in 1949, compared to 50 in 1948, the U. S. Commerce Department said here today.

Of the two measures, one requires importers of foreign films to obtain dubbing certificates, the fee for which can be offset by a credit earned as a

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Few Spots Prosper In N. Y.; 'Francis' Bright at \$73,000

New York's first-run business continues at a mild pace generally with only a few situations drawing strong returns this week. Theatre men about town see a big lift in prospect with the Easter school holiday period.

"Francis" is bringing important revenue to the Paramount, being among the few not in the general trend of sluggish income. Supported by Nat King Cole and Ray McKinley's orchestra on stage, the film should draw about \$73,000 in its initial week.

"Woman of Distinction" with a stage show at the Music Hall should do about \$106,000 in a so-so initial week. "Under My Skin" with the China Doll revue on stage should give the Roxy close to \$50,000 in a fair first week. "Outside the Wall" is expected to give the Criterion about \$15,000 in a fairly healthy first week; it will stay four extra days, to be replaced on Saturday by "Buccaneer's Girl."

"Samson and Delilah" is holding up

(Continued on page 3)

\$2½-Million Credit Set by ABC for TV

American Broadcasting has entered a \$2,500,000 standby-loan agreement with the New York Trust Co., the credit to be used to take "full advantage of all favorable opportunities (in radio and television) as quickly as they present themselves," Robert E.

(Continued on page 3)

Netherlands Remittances At \$1,248,000 This Year

'Bicycle Thief' Code Appeal Up Monday

A committee of the Motion Picture Association of America board of directors is scheduled to hear the appeal next Monday from the decision of the Production Code Administration not to issue a seal of approval to the Italian-made picture "The Bicycle Thief."

Joseph I. Breen, Production Code Administrator, is expected in New York from Hollywood at the weekend to participate in the hearing.

SHOWMEN'S MEETS DRAW THOUSANDS

Parliament to Act On Quota March 30

London, March 21. — The Board of Trade's new order setting the film quota at 30 per cent for the year beginning next Oct. 1 will be sent to both Houses of Parliament for approval on March 30, it was decided today. Deadline for Parliamentary approval of the new quota legislation is the following day, March 31.

No extended debate in Parliament on the new quota order is expected.

New England Units Join in Continuing Institutional Drive

BOSTON, March 21.—More than 500 exhibitors from four New England states approved plans at 20th Century-Fox's regional showmanship meeting here today to form an organization to conduct a continuing campaign based on the theme "Movies Are Better Than Ever."

The large attendance was regarded as particularly significant in view of

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Exhibitor Enthusiasm Marked at 20th-Fox's First 13 Conclaves

More than 3,000 exhibitors rededicated themselves to a new order of showmanship efforts at meetings in 13 key cities yesterday sponsored by 20th Century-Fox.

The regional showmanship meetings, following the pattern of the company's two-day Chicago conference, March 8 and 9, will continue today and tomorrow in other cities with additional thousands of exhibitors participating. The three days of meetings will cover all 30 film exchange centers.

Record turnouts at yesterday's 13 meetings testified to the exhibitor enthusiasm everywhere for the leadership displayed by the company in showing the way to better business.

Exhibitors in most cities where the meetings were held were prompt to organize themselves for extended

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J. M. Schenck May Subscribe to NEFC

HOLLYWOOD, March 21.—Joseph M. Schenck has indicated his willingness to support the National Exhibitors Film Co., projected producing organization sponsored by leading exhibitors, it is reliably reported here.

Schenck is understood to have informed NEFC officials that he would subscribe a minimum of \$100,000 in behalf of his widespread theatre interests.

NEFC directors are scheduled to

(Continued on page 2)

SRO Appoints Hoare Foreign Sales Head

Victor J. Hoare, managing director of Selznick Studio Releasing Division, Ltd., London, has been elected vice-president in charge of foreign distribution and has signed a new long term contract with SRO, New York, David O. Selznick announced yesterday.

SRO is already established in France with headquarters in Paris, and has branch offices at Algiers, Bor-

(Continued on page 3)

Tax Denies Films to Many, Congress Told

Washington, March 21. — Rep. James S. Golden (R., Ky.) told the House today that the 20 per cent admission tax has denied many Americans the "opportunity to participate in this wholesome, educational and uplifting recreation."

Calling for a cut to 10 per cent, Golden pointed out that the industry and other excise-taxed industries already pay enormous income and indirect taxes, and that "it is quite unfair to single them out and continue to impose a 20 per cent excise tax which not only cripples their businesses but falls most directly upon the American public."

B'nai B'rith Recalls Senft for 3rd Term

Albert A. Senft, head of Sterling Sign Co., theatre display firm, has been nominated president of New York's Cinema Lodge of B'nai B'rith for 1950-51, to succeed Saul E. Rogers, industry attorney. Senft was the first president to serve for two successive terms during 1944-45 and 1945-46 and is being recalled for a third term. Elections are to be held at the Hotel Astor here next Tuesday evening.

Nominated for vice-presidents are Alan Corelli, Harold L. Danson, Leo Jaffe, Milton Livingston, Louis A. Novins and Arthur H. Schwartz of the Schwartz and Frohlich law firm. Jack H. Hoffberg has been renominated for treasurer, Mortimer Abrams has been nominated as secretary and Rogers as chaplain.

McCarthy in Capital

John G. McCarthy, vice-president in charge of Motion Picture Association of America's international affairs, will confer with State Department and Department of Commerce officials in Washington today and tomorrow on industry problems in France, Italy, Spain and Sweden. He also plans further talks with ECA officials on Germany.

Lottie Briscoe Services

Services for Lottie Briscoe, one of the first legitimate stage actresses to go into films and a leading lady opposite Francis X. Bushman in the early Essanay films, will be held here at the Walter Cooke funeral home on 72nd Street tomorrow afternoon. Miss Briscoe died Sunday night at her home here. Her husband, Harry Mountford, survives.

Services for A. J. Jordan

Funeral services will be held this morning at McCarty Brothers Funeral Home, Cliffside, N. J., for A. Joseph Jordan, for many years an orchestra director for Loew's Theatres here. Jordan, who died suddenly on Saturday, was in charge of the orchestra at Loew's Orpheum here.

Personal Mention

OSCAR A. MORGAN, Paramount short subject and newsreels sales chief, will leave here today for Washington and Philadelphia.

JAMES R. GRAINGER, Republic distribution vice-president, will return to New York from the Coast on Monday.

ALFRED HITCHCOCK will be the guest of the Hollywood Foreign Correspondents' luncheon at Luce's in Hollywood tomorrow.

DAN TERRELL, M-G-M exploitation head, will address the Cleveland Advertising Club today.

HERMAN RIPPS, M-G-M assistant Eastern sales manager, has moved his office from Albany to New York.

ERIC FREDMAN, British film distributor, arrived here from London by air yesterday.

GIL SOUTO, Walt Disney studio executive, left here yesterday by plane for Rio de Janeiro.

GORDON WALLINGER, former Paramount booker at Seattle, has joined Monogram there as head booker.

DAVID O. SELZNICK is vacationing in Puerto Rico.

JACK L. WARNER, vice-president in charge of Warner production, is in New York from Hollywood.

MORRIS SEGAL, United Artists field representative, is in a hospital at Sandpoint, Idaho, following injuries received in an automobile accident. His condition is said to be serious.

AL MENDELSON, Universal-International Eastern radio contact, and MRS. MENDELSON are the parents of their first child, DAVID JOHN, born at Doctors Hospital here.

MARTIN QUIGLEY, JR., editor of the *Motion Picture Herald*, and MRS. QUIGLEY, JR., are the parents of their second child, ELIN GERTRUDE, born here last night.

MERVYN LEROY, M-G-M producer-director, will arrive here from the Coast on March 29 and will leave for London on the *M.S. Nieuw Amsterdam* on March 31.

IRWIN D. SELINKA, son of JACK REIGER, president of Trinity Pictures, will be married on Sunday to Sandra Levitt in the Plaza Hotel here.

LOUIS B. MAYER will be one of the speakers at a luncheon for "Brand Names Day" to be held April 5 at the Waldorf-Astoria here.

Bronston Back with Vatican Footage

Samuel Bronston, Hollywood producer, has returned here from 15 months in Rome during which he filmed 15,000 feet of 35mm. color material in and around the Vatican, to be edited, narrated and scored for a "Cavalcade of Christianity," according to a Bronston spokesman. It is expected that a feature cut from the 15 reels will be ready in about three months, following laboratory work at De Luxe here. Release has not been determined.

A series of short subjects will be made later for use on television and in schools, churches and elsewhere. The Bronston spokesman said that the producer had the active support of Vatican officials.

New Screening Room

A new screening room, called Film Center Theatre, located in the Film Center Building, 44th and 9th, has been opened here by Bonded Film Storage Co. Accommodating 60 persons for trade, private or business-film screenings, the theatre includes a reception-waiting room and incorporates all facilities for comfort and convenience in the exhibition of both 35mm. and 16mm. films, the company reports.

Services for Grace Niles

Funeral services for Grace Niles, until her retirement a few months ago the manager of Loew's 86th Street Theatre here, will be held tomorrow night at the Walter Cooke 72nd Street Funeral Chapel.

SPG Votes to Stay Under UOPWA Aegis

The Eastern Screen Publicists Guild membership has voted to remain within the United Office and Professional Workers of America. The vote paves the way for a meeting on April 6 at which time a vote will be taken on the proposed merger with the Screen Office and Professional Employees Guild. SOPEG recently voted to remain within UOPWA, which last month was ousted from the CIO.

The SPG membership also voted to accept a report of its special committee in which the CIO was declared wrong in expelling UOPWA.

Coast Theatre Unions Win \$400,000 Raises

SAN FRANCISCO, March 21.—Negotiating through a joint committee, IATSE theatre employees' Locals B-18, San Francisco; B-66, Sacramento, and B-82, Oakland, have signed identical contracts with employers providing substantial wage increases, the 'IA' reports.

Retroactive to Jan. 1, 1950, the pacts call for raises expected to total approximately \$400,000 during a two-year period.

Settle Washington Strike

WASHINGTON, March 21.—A month-old strike of operating engineers at six Warner theatres here was "settled amicably" today, according to A. Julian Brylawski, negotiating for the exhibitors. Brylawski refused to reveal terms of a two-year contract.

Newsreel

Parade

PRESIDENT TRUMAN on vacation and amphibious tests conducted by the Army and Navy are current newsreel highlights. Other items include the sailing of Gubitchev, sports and fashions. Complete contents follow:

MOVIE TONE NEWS, No. 1.—resident Truman on vacation. Gubitchev deported. Kansas City warehouse fire. St. Patrick's Day parade. European children get U. S. toys. Horse fair. Puerto Rico: U. S. makes amphibious tests. Curling championship. Basketball.

NEWS OF THE DAY, No. 258.—U. S. envoy blasts Red charges. V-Day in Puerto Rico. Gubitchev sails. President Truman in Florida. American Legion sends toys to children overseas. Sports: basketball. Surf classic.

PARAMOUNT NEWS, No. 61.—Puerto Rico: Army and Navy conduct amphibious tests. Franklin D. Roosevelt's papers opened for research. Gubitchev sails for Russia. Ambassador Jessup denies Red charges. Sports: basketball.

TELENEWS DIGEST, No. 12-A.—Italy: peasants sieze land. Germany: Siegfried Line today. Germany: Mrs. Madson gets 15 years. Submarine Truculent raised. Washington: State Department under fire. Gubitchev departs. Czech skating champ. Spring fever in Holland.

UNIVERSAL NEWS, No. 336.—Gubitchev leaves for the Soviet. Puerto Rico: Army-Navy conduct amphibious tests. Greek fashions. Fashions in corsets. Sports: basketball.

WARNER PATHE NEWS, No. 63.—Gubitchev departs. Puerto Rico: Army-Navy conduct amphibious tests. Ambassador Jessup testifies. Kansas City warehouse fire. Denim fashions. Australian state lottery. Sports: basketball. Great American City: Atlanta.

Mediator Asks

(Continued from page 1)

either tomorrow or Friday. Failure to reach an agreement at such a meeting, if it is called, will mean that the next move will rest with the executive board of the local.

Empowering of the board to call a strike was the outgrowth of six months of unsuccessful negotiations revolving around wage provisions for a new contract. The previous contract expired on Aug. 31, but the union and the company have been operating on a contract extension which gives either party the right to cancel on seven days' notice.

Schenck-NEFC

(Continued from page 1)

meet soon to act on extending beyond April 1 the deadline for receiving subscriptions to the organization's initial minimum operating fund of \$2,000,000. Subscriptions reportedly aggregate around \$1,800,000 at this time.

'IA' Board Convenes

VANCOUVER, B. C., March 21.—IATSE's general executive board is holding a week-long meeting at the Hotel Vancouver here. The union's president, Richard F. Walsh, from New York, is presiding.

Glascreen Installations

Glascreen installations have been completed in three additional foreign theatres, Herman Gluckman, president of Nu Screen, discloses. They are the Ritz, London and two in Chile.

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Short Subject

"Expectant Father"

(This Is America—RKO Pathe)

There is many a chuckle in This Is America's "Expectant Father," presenting radio and television star Arnold Stang as the expectant father who doesn't know what to do. Right off he decides to learn the ropes by attending a school for expectant fathers conducted by the Visiting Nurse Service in New York. Thus is demonstrated how the institution trains hundreds of fathers in the delicate intricacies of infant care. The subject is both instructive and humorous. Running time, 16 minutes.

3 More Percentage Suits Are Filed

CINCINNATI, March 21.—Columbia, Loew's and RKO Radio have filed separate percentage suits in U. S. District Court here. Woodrow Bressler and Ruth Bressler, operating the Dayvue Theatre in Dayton, Ky., were named defendants. Recovery is sought in each suit for damages resulting from alleged under-reporting of receipts on percentage pictures.

Murray Seasongood and Evans L. DeCamp of the Cincinnati law firm of Paxton and Seasongood signed the complaints for each distributor. Sargoy and Stein of New York are of counsel.

New York Grosses

(Continued from page 1)

well at the Rivoli as it nears the end of a long and prosperous run, with \$15,000 indicated for the 13th week. "Samson" will be replaced at the Rivoli by "Comanche Territory" on April 8. "The Outriders" is slow at Loew's State where a second week's gross is indicated at \$11,000.

"Cinderella" continues strong at the Mayfair, where business has been holding up consistently. The film has \$34,000 in prospect for a fourth week. "Black Hand," with Art Mooney's orchestra and Harvey Stone on stage, at the Capitol, is headed for an estimated gross of \$40,000 in a fair enough second week. "Third Man" should provide the Victoria with about \$20,000 in a fairly strong seventh week.

At the Astor, "Three Came Home" is losing ground with an estimated \$16,000 apparent for the fourth week. "The Outlaw" should give the Globe about \$11,000 in a mild fifth week. "Perfect Strangers," with Tito Guizar and others on stage might reach \$22,000 in a dull second week.

"The Astonished Heart" is mild at the Park Avenue, where a fifth week's take of \$4,300 is indicated. Holding up well, "Tight Little Island" is expected to give the Trans Lux about \$5,000 in its 12th week. "The Red Shoes" has a gross of \$8,000 apparent for the 74th week—good business.

'Samson' in Brooklyn

Cecil B. DeMille's "Samson and Delilah," which played four weeks at the Paramount here and is now in its 13th week at the Rivoli, will move to Brooklyn on April 8 when it will open at the Paramount in that borough, for an indefinite run.

Compo Urges 20th-Fox Meetings to Ask for Tax Repeal, Not Just a Cut

Washington, March 21.—The Council of Motion Picture Organizations' tax committee headed by Abram F. Myers, today urged participants in the various 20th Century-Fox "Showmanship Meetings" to concentrate their pressure on Congressmen who are committed to an admission tax cut but not to tax repeal.

In telegrams sent to all 20th-Fox meetings, Myers reminds the industry that a Congressman who says he is in favor of repeal of "war-imposed excise taxes" is merely in favor of a cut to 10 per cent and not total repeal.

"If in your area there are any Congressmen not on the line for total repeal, they should be given the full letter-writing treatment recommended in our press book," Myers said.

Showmanship Meetings

(Continued from page 1)

showmanship campaigns based on the theme "Movies Are Better Than Ever," all designed to increase theatre attendance.

At each meeting a cable was read from Spyros P. Skouras, 20th-Fox president now in London, stating company plans to increase production this year over last, and next over this, with expansion of studio facilities to the extent of more than \$5,000,000 to accommodate the increase.

"Because today we are faced with the competition of other forms of amusement, showmanship and showmanship alone on the part of the theatre men can point the way to prosperity," Skouras said.

Calls for Ingenuity

"We can and must revive in every respect the resourcefulness and ingenuity which made us great in the field of mass entertainment. With the fine product now coming out of Hollywood, our slogan of 'Movies Are Better Than Ever' is amply justified. Also, as added entertainment, we can support large screen theatre television with shows televised exclusively for the theatres," Skouras said.

Yesterday's meetings were chaired by 20th Century-Fox division and branch managers, as will be those being held today and tomorrow. The first 13 meetings were held in Albany, Atlanta, Boston, Buffalo, Cleveland, Des Moines, Detroit, Indianapolis, Los Angeles, Memphis, Philadelphia, St. Louis and Washington.

Morning sessions were devoted to reports on the Chicago meeting by prominent exhibitors who were present, followed by an outline of 20th-Fox's "Showman's Guide to Better Business," presented by managers and home office representatives. Afternoon sessions were devoted to open forums for exhibitors and the shaping of regional and local campaign plans. Cocktails and dinner, followed by a preview of one of the company's important pictures at a local theatre, concluded the day.

Company Executives Attend

A similar program will be followed at the 17 meetings still to be held.

On hand to present the "Showman's Guide to Better Business," were 20th Century-Fox representatives as follows: Abe Goodman, Albany; Al Palca, Atlanta; Roger Ferri, Boston; Dave Golding, Buffalo; Ed Solomon, Cleveland; Lem Jones, Des Moines; Ira Tulipan, Detroit; Earl Wingart, Indianapolis; Al Lichtman, Los An-

geles; Sam Shain, Memphis; Rodney Bush, Philadelphia; Ted Tod, St. Louis; and Stirling Silliphant, Washington.

500 from Three States Gather at Los Angeles

LOS ANGELES, March 21.—Nearly 500 exhibitors, some from as far away as Oregon and Washington, converged on the Elks Temple here for an enthusiastic day-long participation in the 20th Century-Fox showmanship meeting called by Los Angeles area manager Clyde Eckhardt. The size of the attendance reflected the degree of interest felt by exhibitors due to the problems which are seriously aggravated locally by the adverse effect from the mushrooming growth of television.

Television figured prominently in the questions asked from the floor during the afternoon session at which Sherrill Corwin acted as moderator. The gathering attended a private screening of "Cheaper by the Dozen" in the evening.

Minsky and Horowitz Conduct Conference in Philadelphia

PHILADELPHIA, March 21.—Over 400 exhibitors braved inclement weather to attend the 20th Century-Fox "Showmanship Conference" today at the Benjamin Franklin Hotel in Philadelphia.

District manager Howard Minsky and branch head Sieg Horowitz conducted the morning session, which heard Rodney Bush, exploitation manager of 20th-Fox, outline the "showmanship" guide; Laura Lee, film critic of the Philadelphia Bulletin, and Lyle Trenchard, general manager of the Goldman Circuit. Speaking at the afternoon open forum were: Jay Emanuel, Sidney Samuelson, William Goldman, Al Boyd, Lou Finske, Harold Seidenberg and Lester Krieger. Harold Cohen was moderator.

Dinner and a sneak preview of "Cheaper by the Dozen" at the Fox Theatre followed.

300 From Four States Attend Washington Showmanship Meet

WASHINGTON, March 21.—More than 300 exhibitors from Virginia, Maryland, the District of Columbia and parts of West Virginia attended the 20th Century-Fox showmanship meeting held at the Washington Hotel today. With 20th-Fox Washington exchange manager Glenn Norris leading off the meeting, the exhibitors heard speakers underline the show-

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Belgians Seek to Limit Film Imports

Washington, March 21.—Commerce Department film chief Nathan D. Golden reports that non-U. S. distributors in Belgium are contemplating a resolution to limit the number of films each firm can import to 25 a year. Golden says the campaign to limit the number of Belgian theatres is still going on but has not yet received the consent of the required 80 per cent of all exhibitors.

Dr. Gualino Guest Of Johnston Today

WASHINGTON, March 21.—Motion Picture Association of America president Eric Johnston will be luncheon host tomorrow to Dr. Renato Gualino, president of the Italian Film Producers Association.

Dr. Gualino is one of six delegates from foreign countries who will serve on MPAA's new Foreign Film Advisory Committee, and is the first to arrive in this country. The luncheon will be attended by MPAA officials, representatives of the Italian Embassy, film officials in the State and Commerce Departments and Economic Cooperation Administration, and Monogram International president Norton Ritchey.

Italian Film Laws

(Continued from page 1)

premium for producing a film in Italy. The other increases and extends government subsidies, and contributions to producers and exhibitors of films of "Italian nationality." To comply with this provision, Commerce stated, "a film must be conceived, produced and processed for a major part in Italy, and the majority of directors, major technicians, artists, actors and workmen must be Italian."

Simultaneous with these developments, according to Commerce, Italy has been looking for new foreign markets and is hoping to enter into a series of bilateral agreements regarding film exchanges and even co-production. One with France has already been entered.

SRO Appoints Hoare

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deaux, Lille, Lyons, Nancy and Marseilles. Belgium and Mexico are two other territories in which SRO has been operating for some time, and offices recently were opened in Manila.

Negotiations are now underway to set up similar establishments in Germany and Austria, with future plans to include Japan, Israel and South Africa.

ABC Credit

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Kintner, president, disclosed yesterday. The credit availability will be for one year and loans taken will have a maximum maturity of five years.

Kintner said that ABC has invested \$8,000,000 so far in video, primarily for studios in New York and Hollywood and the five stations owned by the network.

THIS PHOTO
WAS SENT
TO US BY
H. I. BROWN,
VICTORIA
THEATRE,
GREENFIELD,
MASS.

"This is my
daughter Vicki,
writes Mr. Brown.
"She always
includes M-G-M
with her 'God
bless Mother
and Dad'."

"... and
God bless
M-G-M!"

DEAR VICKI BROWN:

Your Dad is one of many thousands of fine Americans with whom we are honored to do business.

It touches us very deeply that you, a little girl, are already aware of M-G-M's place in your

(Continued)

family life. That place is one of obligation and responsibility for the welfare of our customers.

Our prayer is that you, and all the other children of the vast M-G-M family may grow up happily in the security of Leo, the Friendly Lion. To that end we pledge ourselves anew. Blessings Vicki from all of us!

Sincerely—

The Friendly Company

P. S. Please tell Dad that we've got a lot of fine pictures for the fans, for instance:

"STARS IN MY CROWN"

Great Family Film!

"ANNIE GET YOUR GUN"

Soon! The Technicolor Giant!

"THE REFORMER AND THE REDHEAD"

The Comedy High of 1950!

"THE ASPHALT JUNGLE"

Powerhouse!

"THE OUTRIDERS"

Technicolor Spectacle!

"THE HAPPY YEARS"

Wild and Wonderful Days! (Tech.)

"THE YELLOW CAB MAN"

Red Skelton's Riot on Wheels!

"DEVIL'S DOORWAY"

Action All the Way!

"BLACK HAND"

Sock Thriller!

"THREE LITTLE WORDS"

Technicolor Musical Wow!

"NANCY GOES TO RIO"

Technicolor Musical Joy!

"SUMMER STOCK"

Stars! Music! Technicolor!

"MYSTERY STREET"

Unique Detective Drama!

"CRISIS"

Tops in Thrills!

"PLEASE BELIEVE ME"

Romance and Fun!

"THE SKIPPER SURPRISED HIS WIFE"

An Audience Riot of Everyone's Life!

"DUCHESS OF IDAHO"

Big Technicolor Musical!

"THE TOAST OF NEW ORLEANS"

Romantic Technicolor Musical!

"THE BIG HANGOVER"

Romance of Today's Youth!

"A LIFE OF HER OWN"

Star-bright Delight!

"FATHER OF THE BRIDE"

Best Seller Now A Screen Gem!

"THE MINIVER STORY"

At Last! The Sequel!

National Smalltown Ad Campaign Urged

Washington, March 21.—Consensus of the 20th-Fox showmanship meeting here today was that a nationwide advertising campaign hitting mainly at small towns, along with local appearances, by stars, would do much to bolster box-office receipts.

Other suggestions ranged from trailers for television to windshield stickers. Lauritz Garman, head of Allied Theatres of Maryland, urged a nationwide theatre giveaway plan to combat radio giveaways.

20th-Fox

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manship drive's "Movies Are Better Than Ever" slogan.

Speakers included Ira Sichelman, 20th-Fox Washington sales representative; Washington *Star* drama critic Jay Carmody; Stirling Silliphant, assistant to 20th-Fox advertising vice-president Charles Einfeld, who presented and explained the "Showmanship Kit" along with Jack Foxe of Loew's Theatres here and Dan Wilkinson of Virginia's Neighborhood Theatres, and Anthony Muto, 20th-Fox newsreel head and representative here.

285 at Cleveland Pledge Backing to Ad Campaign

CLEVELAND, March 21.—Complete support was pledged by 285 theatre owners and managers at the Cleveland 20th Century-Fox showmanship meeting with branch manager J. J. Schmertz as chairman. Local speakers unanimously agreed to adopt co-operative institutional advertising, to stress 20th-Fox slogans on the screen and radio, and in advertising copy.

W. Ward Marsh, *Plain Dealer* movie editor, asked for more educational shorts with the elimination of duals and other concessions to win back lost movie audiences. Jack Armstrong, of Bowling Green, was moderator at the open forum after lunch.

131 Mid-South Exhibitors At Memphis Conference

MEMPHIS, March 21.—Mid-South exhibitors, 131 strong, pledged themselves to "roll up their sleeves and go to work in earnest" at 20th Century-Fox's all-day showmanship meeting at the Hotel Peabody today. T. M. Young, Memphis branch manager, presided with Max Connett, president of Tri-States Theatre Owners; M. A. Lightman, Sr., president of Malco; Sam Kirby, president of Arkansas Theatre Owners; Arthur Rush, Memphis Allied manager; and W. F. Ruffin, Sr., Covington chain operator, among the speakers.

Dodson, Ballance, Wilson Speak at Atlanta Session

ATLANTA, March 21.—About 300 were on hand for the 20th-Fox showmanship meeting at the Biltmore Hotel in Atlanta today. Speakers included branch manager Fred R. Dodson; Southern district manager Harry Ballance; assistant division manager Paul Wilson; Paul Jones,

Review

"Jiggs and Maggie Out West"

(Monogram)

THE latest in producer Barney Gerard's "Bringing Up Father" series sends the cast through sequences more closely akin to the events that characterize the George McManus cartoon than previous productions. The cast is now reaching the happy degree of familiarity enjoyed in the far and profitable past by the principals in the Hardy family pictures.

Sharing credit with Eddie Cline for the story and with Adele Buffington for the script, Producer Gerard throws mundane plausibility out the window in the opening sequence—introducing an invisible but vocal ancestor of Maggie's whose instructions to the lady give the tale its mainspring—and turns all hands loose for a romp through passages that range from stagecoach hold-ups to an up-to-date wrestling match in a ghost-town saloon. Finally, when the story line becomes so tangled that there is no formal way of un-snarlring it, Gerard marches the cast up to McManus and lets the artist explain it all away by stating he has just been amusing himself with them. But so well have the players been accepted by now as McManus' own characters that the preview audience seemed to like this ending better than the usual orthodox conclusion.

The players, Joe Yule as Jiggs, Renie Riano as Maggie, Tim Ryan as Dinty Moore, Pat Golden as Dugan, June Harrison as Nora, and the others, get variously involved this time in Maggie's search for a gold treasure mentioned in her grandfather's will. The deceased, invisible to all, and audible only to Maggie, directs her to a ghost town, and the others follow, with the result that the place is soon a thriving Western community complete with modern entertainment and old-fashioned gun toters, the latter engaged in an ancient feud which has to do with the same treasure which Maggie is seeking. It is all informal, spontaneous, but amusing in the way that McManus is amusing, and director William Beaudine, Sr., keeps the goings-on progressing at high speed.

Running time, 66 minutes. General audience classification. Release date, not set.

drama critic of the *Atlanta Constitution*, J. H. Thompson, president of the Georgia Theatre Owners of America, and Alfred Palca, Billy Briant, J. E. Holston and R. H. Ford. Nat Williams, of Interstate Enterprises presided.

Blames Majors' Theatre Operations for Industry Ills

PHILADELPHIA, March 21.—The entrance of film distributors into theatre field is the principal factor in the box-office decline, according to William Goldman, independent circuit operator.

"The greatest disaster that ever hit this industry was the day the distributor stepped into exhibition," Goldman said in an impromptu address before the 20th-Fox "Showmanship Meeting" here today.

Goldman, who is the plaintiff in an anti-trust suit pending here against some major companies, was formerly in distribution, with Warner.

250 Hear Rembusch at Indianapolis Meeting

INDIANAPOLIS, March 21.—Public relations as an integral part of showmanship were stressed at the 20th Century-Fox showmanship meeting here attended by 250 exhibitors from Indiana and Kentucky. T. O. McCleaster, 20th-Fox branch manager here, presided over the morning session, with Trueman T. Rembusch, president of national Allied, and Corbin Patrick, film critic of the *Indianapolis Star*, among the speakers.

Marc J. Wolf presided over the afternoon forum.

425 Enthusiastic at Meeting Conducted in Detroit by Lee

DETROIT, March 21.—A turnout of 425 exhibitors at the 20th-Fox showmanship meeting in the Hotel Statler today heard from 20th-Fox manager J. J. Lee; Detroit sales manager Jay Frankel; Dick Osgood of Radio Station WXYZ; Charles Snyder, executive secretary of Allied of Michigan, and Ray Branch, Allied past president.

Praise 20th-Fox Manual At St. Louis Meeting

ST. LOUIS, March 21.—The 20th Century-Fox manual, "Showman's Guide to Better Business," drew praise from several speakers among the 300 exhibitors who attended 20th-Fox's showmanship meeting here today. I. Wienshienk, of Publix-Great States, said he couldn't "see how exhibitors can miss with this booklet." Among other speakers were Tom Edwards, Missouri Theatre Owners Association, and Edward Arthur, Fanchon and Marco.

210 Turn Out at Buffalo, Dipson Presides at Forum

BUFFALO, March 21.—The largest and most enthusiastic industry meeting ever held at one time under one roof in the Buffalo exchange area was staged today at the Hotel Statler when 20th Century-Fox held its regional showmanship meeting. Exactly 210 exhibitors or their representatives signed the roll call.

Branch manager Charles B. Kosco presided over the morning meeting, which was followed by an open forum, presided over by William Dipson.

200 at Des Moines

DES MOINES, March 21.—Methods of fighting the "menace of television" occupied the more than 200 persons attending the 20th Century-Fox showmanship convention here today. A. H. Blank, Tri-States president, told the group that exhibitors from the Midwest have no idea of the worry TV is causing in other sections of the nation. (There are only two TV stations in Iowa.) He said Iowans have two years to prepare to meet the TV challenge.

ALBANY, N. Y., March 21.—One hundred-sixty industry persons, believed to be the largest daytime turnout in the history of the Albany exchange district, heard speakers at the 20th Century-Fox showmanship meeting in the Ten Eyck Hotel discuss plans for the "Movies Are Better Than Ever" campaign.

New England

(Continued from page 1)

inclement weather conditions.

Sam Pinanski and Martin Mullin acted as co-moderators of the meeting and designated an executive committee consisting of heads of all important New England circuits, leading independent exhibitors and representatives of exhibitor organizations in the territory.

The executive committee, which will hold its first meeting later this week, will be charged with organizing the regional showmanship campaign and devising ways and means of financing it.

Also named was a joint exhibitor-distributor committee to coordinate the activities of the two branches in this area. In addition, a promotion committee comprising all circuit and first run theatres' advertising managers in the New England territory and the field exploitation men of distribution companies was formed. The latter group will meet early next week.

Name Joint Committee

Arthur Howard of Affiliated Exhibitors announced the engagement of an advertising manager who will devote his full time for a minimum of one year to promote the "Movies Are Better Than Ever" campaign.

Edward M. Fay of Providence, R. I., told the meeting that all Rhode Island theatres plan to contribute \$10 weekly apiece to finance institutional advertising in newspapers of the state for a year.

E. X. Callahan, 20th-Fox division manager, opened the meeting and introduced branch manager Joseph M. Connolly. Other speakers included Roger Ferri of the 20th-Fox home office, Paul Terry, producer of Terrytoons, and Phil Engel, 20th-Fox exploitation manager.

Speakers included Elliott Norton, drama editor of the *Boston Post*, who, discussing television competition, urged the industry to use it as a sales medium. "You can't fight progress but you can use it," Norton said.

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VOL. 67. NO. 56

NEW YORK, U.S.A., THURSDAY, MARCH 23, 1950

TEN CENTS

Thousand to Attend 20th's N. Y. Meeting

14 Other Final Parleys Today Elsewhere in U.S.

Approximately 1,000 New York Metropolitan area exhibitors will assemble in the Hotel Astor here today for the local regional "Showmanship Meeting" being sponsored by 20th Century-Fox.

Presiding at the session will be Martin Moskowitz, Empire State division manager of the company.

Scheduled to make addresses are Mayor William O'Dwyer; Spyros P. Skouras, president of 20th Century-Fox; Andy W. Smith, Jr., distribution vice-president; Sam Diamond, New York branch manager, and Harry Brandt, Leo Brecher, Wilbur Snaper, Louis Nizer and Spyros Skouras, Jr. W. C. Gehring, 20th-Fox assistant general sales manager, who was scheduled to speak, will not be present because of illness.

Guests will include Frank L. Donahue, New York City Director of Commerce, and Edward T. McCaffrey, Commissioner of Licenses.

During the open forum ses-
(Continued on page 5)

Warner Nears Final Decree Accord; US, 20th-Fox Talks Due

Consent decrees between the Department of Justice and both Warners and 20th Century-Fox, which would finally sever the two companies from the industry anti-trust suit, are appearing closer at hand as a result of new conferences underway between Warner and government attorneys and the prospect of early talks with 20th-Fox lawyers.

Closer of the two companies to a
(Continued on page 5)

Ask \$450,000 in Trust Action Filed Here

RKO Radio, Warners, Universal, Paramount, 20th Century-Fox and Spring Valley Theatre Corp. are named defendants in a \$450,000 triple-damage anti-trust action filed here yesterday in U. S. District Court. The plaintiff is Betty Freeman, opera-

(Continued on page 5)

Rank Production Plans Dependent Upon Tax Cut

Allied of Illinois Reelects Jack Kirsch

CHICAGO, March 22.—At the 20th annual meeting of Allied Theatres of



Jack Kirsch

Illinois, held at the Congress Hotel yesterday, the following officers and directors were elected.

Jack Kirsch, re-elected president for a three-year term; Van A. Nomikos, vice-president; B. Banowitz, secretary-treasurer, and directors Arthur Da-

vidson, James Gregory, Verne Langdon, Samuel Roberts, Richard Salkin,

(Continued on page 5)

J. Arthur Rank declared here yesterday that his production schedule for 1950-51 would be "flexible," depending upon the British entertainment tax. He is hopeful that it will be reduced appreciably, because, he said, "common sense" dictates it.

Rank, who arrived here yesterday from England on the *S S Queen Mary* for a five-week stay,

said the American admission tax of 20 per cent is a "flea bite" compared to the British tax of 40 per cent. He asserted that the government frequently gets

"three times as much as the producer gets." Asked if he would carry out

(Continued on page 4)



J. Arthur Rank

ARNALL WANTS JUSTICE TO ACT ON TRADE PRACTICE COMPLAINTS

WASHINGTON, March 22.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, said here today that he planned to talk tomorrow with State and Justice Department officials about "little problems" faced by SIMPP members.

He said he might also meet with Motion Picture Association of America president Eric Johnston and discuss the outlook for their trip to England on the remittance situation.

Arnall, who arrived today and will leave for New York late tomorrow or early Friday, said he would let Justice Department officials know that "we're interested in having them pursue some of these complaints." He

(Continued on page 5)

Hold Your Breath, This Is 'Oscar' Day

HOLLYWOOD, March 22.—The Academy of Motion Picture Arts and Sciences will bestow its Awards of Merit for achievements in the film industry in 1949, as decided by the votes of members, in its annual ceremony set for tomorrow night at the Pantages Theatre here. The Academy has approximately 1,900 members. The balloting closed on March 14 and tabulation of the results is in the hands of Price, Waterhouse and Co.

Event will be broadcast by ABC.

Ed Johnson's Office Says He Has Received Word from 3,000 on His Bill

Washington, March 22.—Close to 3,000 telegrams, letters and postcards have come in to Senator Ed Johnson's office on his film licensing bill, and they are running about 10 to 1 in favor of the proposal, a member of the Senator's staff said here today. She added that so far only one request to testify at the hearings had been received—from the National Council on Freedom from Censorship, which wants to oppose the measure. The Council is headed by Elmer Rice.

Johnson's bill, introduced on March 14, would require Federal licensing of all films, and actors, actresses and producers.

Local Theatre Is Under NLRB Jurisdiction

But Board's Policy Avoids Asserting It

WASHINGTON, March 22.—In a significant and possibly precedent-making decision, a National Labor Relations Board trial examiner has declared that the board can, as a matter of law, but should not, as a matter of policy, assert jurisdiction over theatres not operated as part of an integrated inter-state circuit.

The ruling came from NLRB examiner Reeves R. Hilton in a case involving unfair labor practice charges by Harold P. Douglas, Jr., against Keamco, Inc., operator of the Royal Theatre in Philadelphia, and against the Philadelphia local of the IATSE. Both the IATSE and Keamco argued that the board should dismiss the charges on the ground it lacked jurisdiction, and Hilton today agreed. An appeal can be taken within 10 days to the full board in Washington.

The special significance of Hilton's ruling is that it is the first case in-
(Continued on page 4)

Bargaining with Independents as a Unit Is Out: NLRB

WASHINGTON, March 22.—The National Labor Relations Board today turned down an IATSE request that all producers except major producers be lumped into one unit for purposes of bargaining on wages and hours.

IATSE originally asked an election for studio set decorators covering all producers in the industry. The Board found that members of the Association of Motion Picture Producers consti-

(Continued on page 4)

Drive-in Meet Will Get Rembusch Views

KANSAS CITY, March 22.—The need for continued organization of both indoor and outdoor theatres in order to jointly meet theatre problems of the future will be discussed by national Allied president Trueman T. Rembusch at the Midwestern and South-

(Continued on page 2)

NEWS in Brief . . .

THE New York regional committee of the National Conference of Christians and Jews has accepted an invitation from Paramount to attend a special showing of "The Lawless," new picture dealing with the problem of minorities in Southern California, it was announced here yesterday by John J. Bennett, Chief Justice of the Court of Special Sessions, and chairman of the committee.

Chicago, March 22.—A new association, the Illinois Metropolitan Drive-In Theatre Association, is being formed for the purpose of promoting good will and creating new drive-in patrons. Acting president is Louis F. Jeinek, owner of the Sky Hi Drive-In Theatre, Elmhurst, Ill.

CLEVELAND, March 22.—Petition has been filed in the State Supreme Court here by Hallmark Productions seeking to set aside a ruling of the Ohio Censor Board which totally rejected Hallmark's "Devil's Weed." The Department of Education, under which the Ohio Censor Board operates, is required to file an answer within 10 days.

U. S. Overseas Media Budget Is Reduced

WASHINGTON, March 22.—The House Appropriations Committee has voted to give the U. S. State Department's overseas information program \$34,000,000 for the 1950-51 fiscal year, \$2,645,000 under the budget request. The action—if sustained by the House and Senate—will probably curtail some of the expansion planned in the program of the international motion picture division.

The committee also gave the Justice Department and Federal Trade Commission slightly more funds for their anti-trust activities than during the current fiscal year.

Joyce Selznick Heads New Producing Firm

Organization of Coast-to-Coast Productions, with offices here, is announced, with the following executive personnel: Joyce Selznick, executive producer; George I. Abt, producer; Stuart B. Greenfield, advertising-publicity director; Howard Posnick, production manager; Mortimer Rathbone, story department head, and Jim Rourke, casting department head.

The new firm is scheduled to make five features this year, with two to be made abroad.

Buffalo Variety to Honor Mike Simon

BUFFALO, March 22.—Variety Club here plans a testimonial dinner in honor of Mike Simon, who recently was named manager of the Detroit Paramount exchange after several years in a similar post here.

Personal Mention

CHARLES EINFELD, 20th Century-Fox advertising - publicity vice-president; **LESLIE WHELAN**, 20th - International advertising - publicity director; **BEN FULLER**, Australian exhibitor, and **SIGNE HASSO**, actress, are among passengers sailing from here today for Europe on the *S. S. Queen Mary*.

SAM GALANTY, Columbia Mideast division manager, was released yesterday from Doctors' Hospital, Washington, after recovering from pneumonia, and will leave there today for Miami Beach to convalesce.

SPYROS P. SKOURAS, 20th Century-Fox president, returned to New York yesterday from London.

VERN CALDWELL, Walt Disney studio executive, is here from the Coast.

LEE KOKEN, RKO Theatres vending department head, will leave here today by plane for Boston, and will return tomorrow.

JOSEPH M. CONLON, business agent of IATSE Motion Picture Home Office Employees Local No. H-63, and **MRS. CONLON** have become the parents of a fourth son.

R. M. SAVINI, Astor Pictures president, left here yesterday to visit company exchanges at Toronto and Detroit.

ROBERT SHERMAN, RKO Theatres booking executive, and **MRS. SHERMAN** are in Florida from New York for a vacation.

BING CROSBY has been discharged from St. John's Hospital, Santa Monica, Cal., after an appendectomy.

Finish 11 Films on Coast; Start Four

HOLLYWOOD, March 22.—The production index has dropped considerably, to a total of 26 in work. Four pictures were started, while 11 were completed.

Started were: "Last of the Buccaneers" and "Freddie the Great," Columbia; "Pick-Up," Independent; "Montana Rides," Paramount. Completed were: "On the Isle of Samoa" and "Streets of Ghost Town," Columbia; "Right Cross" and "The Next Voice You Hear," Metro-Goldwyn-Mayer; "Joe Palooka in Humphrey Takes a Chance," Monogram; "Covered Wagon Raid," Republic; "Alias Mike Fury" and "Outrage," RKO Radio; "Where the Sidewalk Ends," 20th Century-Fox; "Louisa," Universal-International; "The \$2,000,000 Bank Robbery," Warners.

Stars Parade Before 'Golden Gloves' Bow

CHICAGO, March 22.—A parade through the Loop heralded the world premiere of Eagle-Lion's "The Golden Gloves Story," held at the Oriental tonight, with James Dunn, Margaret O'Brien and Buddy Rogers, all in the stage show, and Kay Westfall, Gregg Sherwood and Dewey Martin of the film's cast, participating. Proceedings were broadcast over a national network.

The picture, produced by Carl Krueger, was filmed in Chicago.

Crosby on Four Shows

Bing Crosby will appear on four radio programs over the April 1 weekend in connection with the premiere of his latest, "Riding High," in Front Royal, Va., on that day. He will be the guest of commentator Nancy Craig on March 31 over WJZ here and on April 3 over the American Broadcasting network. He will appear on the Rayburn and Finch show over ABC on April 1 and, additionally, will be interviewed by Harry Wismer on the same day and the same network.

Rathvon, MacMillen, Heineman Confer

Film financier **N. Peter Rathvon** and Eagle-Lion vice-presidents **William C. MacMillen, Jr.**, and **William J. Heineman** have begun a series of conferences here relative to product which Rathvon is backing and Eagle-Lion will distribute.

Rathvon is here from the Coast preparatory to leaving for Europe next week with Mrs. Rathvon.

Honor Cartoonists at Ampa Lunch March 29

Several of America's foremost cartoonists will be guests at a luncheon-meeting of the Associated Motion Picture Advertisers at the Hotel Edison here on March 29.

Among the cartoonists who will be introduced at the gathering by Columbia executive vice-president **Jack Cohn** are: **Rube Goldberg**, **Milton Caniff**, **Bill Mauldin**, **Russell Patterson**, **Carl Rose**, **Paul Terry**, **Alex Raymond**, **Bob Dunn**, **Al Posen**, **Jay Irving**, **John Pierotti**, **Greg d'Alessio**, **Bill Zaboly** and **C. D. Batchelor**. **AMPA** president **Max E. Youngstein** will preside.

File Counter Suits Against Loew's, 'U'

NEW ORLEANS, March 22.—**William L. Paternostro** and his wife, **Lake Charles** exhibitors, have filed counter suits against **Loew's** and **Universal** claiming \$25,000 in damages from each for allegedly libelous and untrue charges contained in the companies' percentage suits against them.

To Honor Johnston

Eric Johnston, president of the Motion Picture Association of America, and **Marion B. Folsom**, treasurer of Eastman Kodak, will be among the 50 business leaders to be given honorary degrees of Doctor of Commercial Science at the celebration on April 10-11 of the 50th anniversary of the New York University School of Commerce.

Drive-in Ban Bill Goes to N.Y. Senate

Albany, N. Y., March 22.—The New York State Senate's Code Committee has reported out favorably the **Fino** bill which would ban drive-in theatres within the boundaries of cities of over 25,000 population. The bill is expected to come up soon for a vote on the Senate floor.

A companion measure is still in Assembly committee.

Urges Films for Use In U. S. Propaganda

WASHINGTON, March 22.—Senator **William Benton** (D., Conn.) told the Senate today that "nothing equals the motion picture in its capacity for gripping and holding masses of people, and communicating information and attitudes in vivid, remarkable form."

The former Assistant Secretary of State in charge of information made the statement during a major address urging a step-up of the American information and propaganda campaign abroad as a means of winning the "cold war" with Russia. As one part of this policy he suggested a "comprehensive world-wide program to exhibit documentary and educational motion pictures designed to explain the democratic principles and ideals which underlie our foreign policy." He said the program should take documentary films to at least one-fourth of the world's population once a month.

Drive-ins Affiliate to New England Group

BOSTON, March 22.—Operators of drive-ins in the New England area met jointly with the Independent Exhibitors of New England today and decided unanimously to affiliate themselves with the organization. They will maintain separate autonomy on problems not of mutual interest to the conventional-type theatres.

An organizing committee of **Louis Gordon**, chairman, **Michael Redstone**, **Paul Longo**, **Meyer Stanzler** and **Philip Smith** has been set up.

Drive-in Meet

(Continued from page 1)

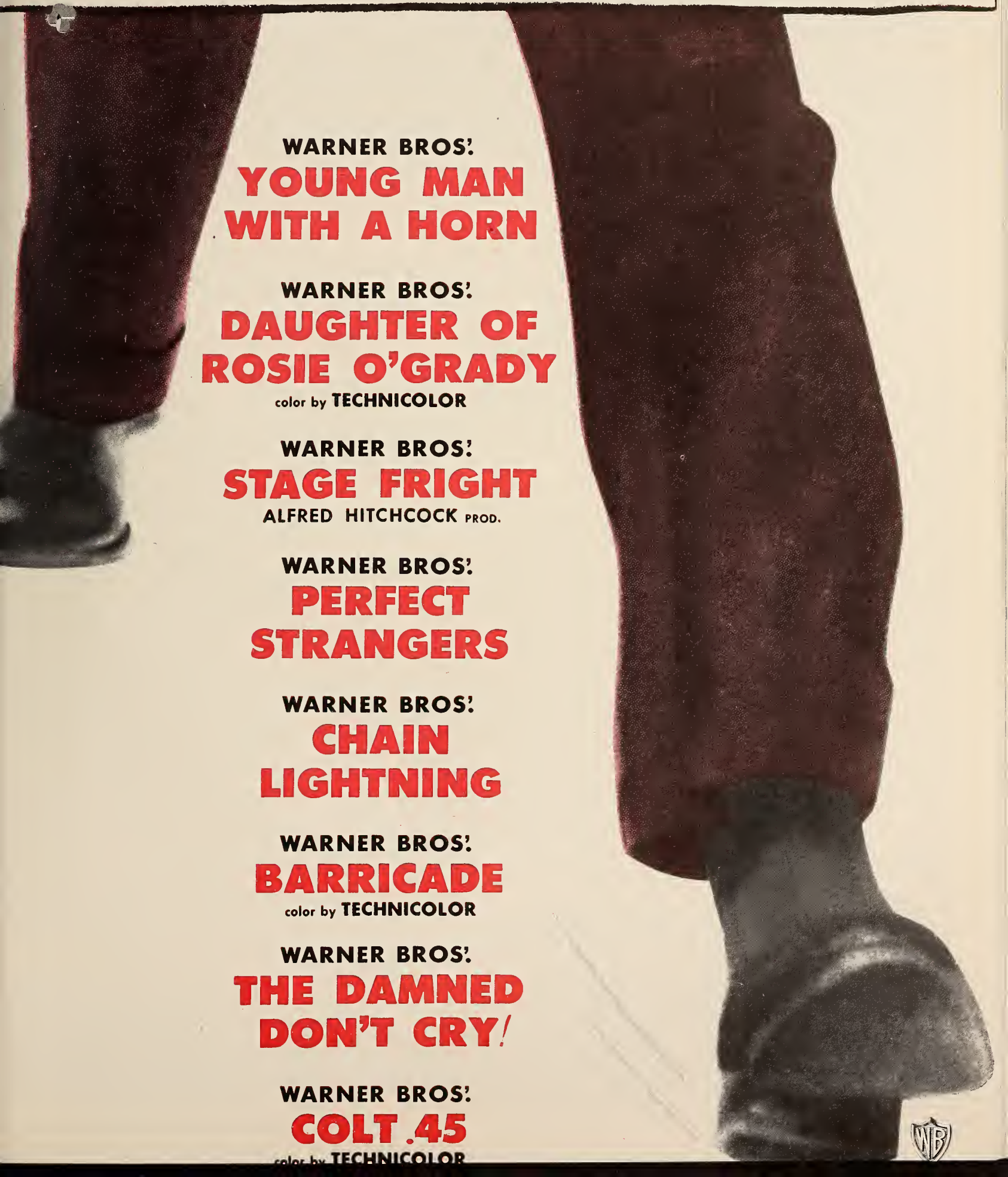
western Drive-in Theatre convention to be held on May 9-10 at the Phillips Hotel here.

Other speakers will include drive-in builder **George M. Petersen**, architect **Lewis E. Wilson**, Kansas-Missouri Allied president **O. F. Sullivan**, Texas Allied's **H. A. Cole**, Socony-Vacuum's **Paul Ottenstein**, I. Morton Postor of Philadelphia, and Morton Sunshine of New York.

Representatives of the Kansas and Missouri highway patrols will offer the convention suggestions on the construction and layout of drive-ins to conform to safety standards set up by the patrols of both states.

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BARRICADE
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WARNER BROS!
**THE DAMNED
DON'T CRY!**

WARNER BROS!
COLT .45
color by **TECHNICOLOR**



Jackson Park Plan Seen for Milwaukee

Chicago, March 22. — A non-committal statement came today from attorney Thomas McConnell on whether or not he will seek divestiture of the three downtown Fox-Wisconsin circuit houses in Milwaukee and the two Warner showcases in the same city as part of his proposed equity decree in the Towne Theatre suit. Hearings start Monday before Federal Judge John Barnes. McConnell, however, stated that a report that he would seek divestiture of the three Fox-Wisconsin houses but was undecided on the two Warner divestitures, came purely "out of thin air."

It is anticipated that he will propose a form of decree in Milwaukee similar to the Jackson Park decree in Chicago.

Jurisdiction

(Continued from page 1)

volving exhibition since the board in the Princess Theatre case asserted jurisdiction over a theatre operated as part of an integrated inter-state circuit. The board at that time ducked the question of jurisdiction over non-circuit theatres.

Hilton found that even though the Royal was a neighborhood house, engaging essentially in a local business, it was engaged in a business affecting inter-state commerce and therefore is subject to the board's orders, if the board wanted to assert jurisdiction. He said Keamco rents pictures from Philadelphia exchanges under agreements which must be approved by New York home offices, and that the exchanges receive the films from outside the state.

Industry Depends on Theatre

"It can scarcely be denied," he found, "that a labor dispute involving employees at the Royal would have the necessary intent or effect of burdening or obstructing inter-state commerce." He added that he did not believe Keamco should be exempted on the ground that its operations "or those of any local theatre, are insignificant or unimportant in comparison to the entire industry. On the contrary, it appears to me that the vast motion picture production and distribution system is dependent upon local theatres to exhibit their pictures, and accordingly the Royal and like theatres may be looked upon as a part or phase of that system."

Hilton cited various board and court decisions to bolster his finding that a "local" theatre could be held subject to board jurisdiction.

"Be that as it may," he declared, "the board in recent decisions has refused for policy reasons to assert jurisdiction in cases where the employer is engaged in an essentially local business even though the operations of the employer may affect inter-state commerce."

"On the other hand, the board has consistently held that an essentially

Reviews

"Beauty on Parade"

(Columbia)

LONG ON EYE APPEAL and frothy of content, "Beauty on Parade" is just that—one long parade of bathing beauties to delight the men and provide a challenge for women in the audience. Wallace McDonald, the producer, and director Lew Landers must have realized that beautiful girls are their own excuse for existing. The story was written by Arthur Orloff and George Bricker.

Ruth Warrick, a 1930 beauty contest winner, feels that she passed up fame and fortune for married life, while John Ridgely, her husband, has spent 20 years trying to forget that his wife ever won a contest. The battle is on when daughter Lola Albert enters a beauty contest under her mother's careful tutelage and against her father's wishes. Miss Albert's shapely blonde beauty beats dozens of other beauties of varied hue and exposure in one contest after another. The almost estranged parents are reunited, however, when the daughter's secret marriage on the day before Miss USA contest finals disqualifies her after she has been awarded the title.

The picture may be rated as family entertainment since all misunderstandings are smoothed over and the moral pointed out that woman's place is in the home. The cast also includes Robert Hutton, Hillary Brooke, Wally Vernon and Jimmy Lloyd.

Running time, 66 minutes. General audience classification. Release date, March 18.

"Dynamite Pass"

(RKO Radio)

PRODUCED BY HERMAN SCHLOM and directed by Lew Landers, "Dynamite Pass" has the usual action and other qualities that have marked the series starring Tim Holt and featuring Richard Martin as the former's saddle pal. The adventures of this Western team in this film bring them to a town out of which there is but one road. The owner of the road takes huge sums from the residents who need to use it, and tries, by fair means or foul, to prevent another road from being constructed by Regis Toomey.

Naturally, when Holt and his partner arrive on the scene, the villain's schemes suffer a sudden setback and before the fade-out there is an attempt made to kill engineer Toomey. In between there is the usual fast riding, shooting and fistfights. The direction is sound, and the acting by Holt, Martin, Toomey and Lynne Roberts is satisfactory.

Running time, 61 minutes. General audience classification. For March release.

"Sarumba"

(Eagle-Lion)

SELLING points for this nondescript little effort are its music and dance numbers and its Cuban setting. Most other exploitable qualities are lacking and Jay Victor's screenplay contributes nothing new in the way of story line.

Dolores Tatum and Doris Dowling are budding nightclub entertainers in Cuba when they meet dancer Tommy Wonder. He jumps ship and teams up with Miss Dowling. They are a success, but she meets Michael Whalen, who owns a string of nightclubs, and Wonder becomes jealous and gambles away his and the girls' money. Eventually he is given a break by Whalen who switches his attentions to Dolores. Producers were Marion Gering, George P. Quigley and Julian Roffman. There is little cause to point with pride in this unimaginative picture. Gering's direction also fails to bring it to life.

Running time, 64 minutes. General audience classification. For March release.

local business loses its local character when it is part of an integrated inter-state operation, and accordingly the board has asserted jurisdiction over such enterprises, as in the Princess Theatre case. Since Keamco is not engaged in any inter-state circuit business, I am of the opinion its operations concerning the Royal are essentially local in nature and, while the operations are not unrelated to inter-state commerce, I believe that to assert jurisdiction in this case would not effectuate the policies of the National Labor Relations Act."

NLRB-Independents

(Continued from page 1)

tuted a separate unit. The "IA" then asked for a unit of all other producers, and was supported in this petition by the Society of Independent Motion Picture Producers.

A three-man NLRB panel, composed of members Houston, Reynolds and Murdock, said this would amount to a "residual industry-wide unit, excluding the major producers" and that

the board had previously rejected this idea in other cases and had found that SIMPP members constituted one unit, members of the Independent Motion Picture Producers Association another unit, and all other independents separate individual company units.

The board said it would stick by this pattern, and ordered one election of decorators employed during the last 60 days by SIMPP members and another election for those employed by IMPPA members. Since none of the other independent companies ever employs more than one decorator at a time, the board said, there will be no elections at any of those companies, "in accordance with our policy of holding inappropriate one-man units."

'IA' Wins Set Painters Election at Majors

HOLLYWOOD, March 22.—Completion of the count of challenged ballots, announced last night by the NLRB, showed IATSE the winner over the Painters Brotherhood Local 644 in the recent election to determine jurisdiction over scenic painters at the major studios.

Plans Depend On Tax Cut

(Continued from page 1)

his statement, made in a report in London to Odeon stockholders, that he would terminate all production in June unless appreciable relief is forthcoming, he would not say yes and would not say no. Rank replied vaguely that his action would depend on what happens tax-wise.

His production schedule for June 1949-June 1950 calls for 30 pictures compared to 45 in the preceding 12 months. He now has three underway. Even if the tax is cut considerably, Rank remarked, he would not produce as many as in 1948-49 because there is no longer a need for that many.

Approves New Quota

Rank expressed approval of the new 30 per cent British quota. He said attendance at British theatres in the past month was "better."

There is no deal pending for the sale of his Canadian Odeon theatre holdings or his West End theatres in London, he reported. Twentieth-Fox had been interested in the acquisition of both the Canadian and West End properties.

Rank said that he was pleased with the progress of British films in the American market during the past year.

No Theatre TV in Britain

Television may have had a "little" effect on theatre business in London, he acknowledged. There is no theatre television in England, Rank stated, because a government license is required and a government committee is now looking into the matter. Rank declared that he has been experimenting with large-screen television and that the "quality was as good as regular films."

Among other things, Rank disclosed that he has no commitments for joint production deals with U. S. producers but he is "always negotiating along those lines."

John Davis, managing director of the Rank Organization, is due here from London by plane today. He will leave with Rank for Toronto next Wednesday. Rank is due in Chicago on April 3. He will then visit Kansas City and Denver, and will arrive in Los Angeles on April 8. He will depart for England on April 29.

Goldwyns Hosts to Ranks

Immediately following their arrival here from England yesterday, J. Arthur Rank and Mrs. Rank were luncheon guests of Samuel and Mrs. Goldwyn at the Sherry Netherlands Hotel.

Other luncheon guests of the Goldwyns were Robert S. Benjamin, president of J. Arthur Rank, Inc.; Jock Lawrence, vice-president of Goldwyn Prod. and American public relations counsel to Rank, and Mrs. Lawrence.

Perce Pearce Arrives

Perce Pearce, who produced "Treasure Island" in England for Walt Disney, praised the cooperation of the British upon his arrival here yesterday on the SS *Queen Mary*. He said "Treasure Island" is the first Disney feature to be made without animation. Another all-live-action Disney feature will be made in England in 1951, Pearce disclosed.

Film Company Cash Dividends Are Off

Washington, March 22.—Publicly-reported cash dividend payments by film companies amounted to \$198,000 in February, compared to \$224,000 in February, 1949, the U. S. Commerce Department has reported.

20th Meets

(Continued from page 1)

sions this afternoon, Fred Schwartz, head of Century circuit, will be moderator.

Final regional "Showmanship Meetings" sponsored by 20th Century-Fox will take place today also in 14 other cities across the country. These will consummate a series of unprecedented industry get-togethers during which an estimated 8,000 exhibitors will gather to work out ways and means of attracting greater attendance at the boxoffice through increased showmanship effort. Speakers, follow:

List Leading Exhibitors

NEW ORLEANS—Max Connett, Don George, Tink Carter, C. V. Richards and Ed Brooks.

CHARLOTTE—R. L. Smart, Worth Stewart, Ben Strozier, J. B. Harvey, Dick Pitts and H. D. Hearn, moderator.

SAN FRANCISCO—Joseph Blumenfeld, moderator, and Rotus Harvey, Roy Cooper and Wood Soanne.

SALT LAKE CITY—Howard Pearson, Ralph Trathen, Eem Gillette, Sid Cohen, Nick McGee and Dave Edwards.

DALLAS—Rev. Mons. W. J. Bender (invocation), John Rosenfield, Col. H. A. Cole, Henry Reeves, R. J. O'Donnell, Doc Allen, and Claude Ezell, moderator.

PORTLAND—Herb Larson, Ray Grombacher, T. M. McDougald, M. M. Mesher, Jack Matlack, Russ Brown, Bob Anderson, Al Forman and H. L. Percy, moderator.

DENVER—Rick Ricketson, Charles Gilmore (moderator), Dave Cockrill, Pat McGee, John Wolfberg, Alex Murphee and Frances Melrose.

MILWAUKEE—H. J. Fitzgerald, Ben Marcus (moderator), John B. Schuyler, Elmer Brennan and Sig Goldberg.

MINNEAPOLIS—Bob Murphy, Harry French, Charles Winchell, Ernie Peaslee, Frank Mantzke, Harry Greene, Ben Berger and Jack Wright.

PITTSBURGH—Harold V. Cohen, Bert Stearn, Morris Finkel (moderator), Bernard Buchheit, John McGeevey and Moe A. Silver.

SEATTLE—Maurice Saffie, William Thedford, Willard Coghlan, Zollic Volchock, Vic Gauntlett, William Forman, Frank Newman Sr., John Danz, Will Connors, Jim Hone and L. O. Lukan, moderator.

NEW HAVEN—Harry Shaw, I. J. Hoffman, Dr. J. B. Fishman, Herman Levy, Charles Niles and Mayor William Celenzano.

OMAHA—Jake Rachman, Al Myrick, Bob Livingston and Howard Kennedy (moderator).

129 Exhibitors on Hand For Oklahoma City Meet

OKLAHOMA CITY, March 22.—With 129 leading exhibitors hailing the local 20th Century-Fox "Showmanship Meeting" as a much needed tonic for the industry, the gathering at the Skirvin Hotel here today was termed one of the greatest industry meetings in the history of the state.

Marion Osborne, 20th Century-Fox branch manager, chaired the morning session of the meeting while Morris Lowenstein, president of the Theatre Owners of Oklahoma, acted as moderator for the open forum. Other speakers included Ralph Drewry, vice-president of Talbot Theatres; Claude Motley, vice-president of Video Theaters; Roger Rice, advertising director of Video, and Jimmie Gillespie, 20th Century-Fox field exploiter.

Reviews

"Four Days Leave"

(Film Classics)

BACKGROUNDS OF THE SWISS ALPS and attractively-photographed skiing by experts are a helpful feature of "Four Days Leave." But the immediate screenplay on view, concerning a boyish sailor pressed for time in his efforts to win a charming Swiss-French girl, is hardly distinguishable from the routine in fare of its type. Cornel Wilde is the star, a marquee asset.

The yarn becomes fairly interesting after it finally gets off the ground. Wilde is the only sailor with a crowd of American soldiers on a conducted tour of Switzerland, all on the very limited liberty of four days. For Wilde the period is especially short when he meets and immediately falls for Josette Day, whose uncle runs a watch shop. They all get together for a weekend high in the Alps and the big romance follows the familiar course, hot and cold, finally concluding with Wilde and Miss Day in the all-significant embrace. Some humorous incidentals are effectively included.

A Prassans production, produced in Switzerland by L. Wechsler and directed by Leopold Lindtberg, "Four Days Leave" comes off as fair entertainment but is excessively long. Richard Schweizer did the original story and collaborated on the screenplay with Lindtberg and Curt Siodmak. Ring Lardner, Jr., is credited with the dialogue. Others in the cast are Simone Signoret, John Baragrey, Richard Erdman, Alan Hale, Jr., George Petrie and Leopold Biberti.

Running time, 98 minutes. General audience classification. Release date, March 22.

GENE ARNEEL

"Western Pacific Agent"

(Lippert Productions)

Hollywood, March 22

STANDOUT PERFORMANCE in this direct-line murder story, produced by Sigmund Neufeld and directed by Sam Newfield, is contributed by Mickey Knox, a grim, dynamic young man reminiscent of the early James Cagney. Kent Taylor and Sheila Ryan are the names for billing, and they acquit themselves ably, but the totally unsympathetic and entirely unextenuated killer, portrayed by Knox, is the character that dominates and carries the picture. It is, within its dimensions, one of the best of its kind in many months. The Fred Myton script was based on a story by Milton Raison.

Knox is seen as a young "bindle-stiff," son of a small-town grocer, who arrives home broke, is refused money by his father, and murders two hometown friends to obtain possession for a \$50,000 payroll. Taylor portrays a railroad detective who is assigned to the case and trails the killer through hobo jungles across country and back, piecing together identifying clues as he goes. Knox, unable to use the stolen money after serial numbers have been widely posted, goes on his silent, murderous way, winding up, after being tracked to an abandoned shack, by killing his father, and being shot in turn by pursuing officers after a motor chase.

The audience is told at once who the killer is, witnessing his crimes as they occur, but the suspense arises from the slow building of evidence as to his identity. It is the hard way to do the job, and it is admirably done. Also in the cast are Morris Carnovsky, Robert Lowery, Sid Melton, Frank Richards, Dick Elliott and others.

Running time, 65 minutes. General audience classification. Release date, not set.

Danielson and Sullivan Speak at Kansas City

KANSAS CITY, March 22.—The 20th Century-Fox showmanship program was put before an area meeting here today with 275 attending. Dale Danielson, president of the Kansas-Missouri Theatre Owners Association, and O. F. Sullivan, president of the Allied unit, made reports on the Chicago meeting. Joseph Neger, branch manager, presided at the morning session, with Senn Lawler conducting a review of showmanship campaign points.

After luncheon, Elmer Bills was moderator of an open forum where a score of exhibitors recalled ideas from recent and pre-war exploitations and said they were going to get back into showmanship.

Charles Skouras, Aides to Kansas City for Meeting

LOS ANGELES, March 22.—Charles Skouras, president of National Theatres, accompanied by George Bowser, John Lavery, Thornton Sargent and Seymour Peiser, will fly to Kansas City on Sunday for an all-day meeting on Tuesday with public relations, advertising and publicity men from all NT divisions. The meeting marks the beginning of actual campaigning based on the "Movies Are Better Than Ever" slogan.

\$450,000 Trust Suit

(Continued from page 1)

tor of the Parkway Theatre, Spring Valley, N. Y., for about one year until Aug. 21, 1946, at which time the house was closed.

Complaint alleges violation of the Sherman and Clayton Anti-Trust Acts, holding that first-run product was refused the Parkway except under conditions of 90-day clearance after the Spring Valley Theatre, plus block booking and "dictated" admission prices. Plaintiff charges that she was compelled to close her theatre.

Reelects Jack Kirsch

(Continued from page 1)

John Semadales, Jack Rose, Saul Lockwood, B. Charukas, Joseph Stern, Howard Lubliner, Ludwig Sussman, Charles R. Lindau, Nate Slott and Robert V. Harrison, while Harry Nepo was appointed sergeant-at-arms.

Arnall Wants Action

(Continued from page 1)

declared this applied not only to SIMPP's complaint against Fox West Coast Theatres but also "a lot of other situations."

Color Video Ready: CBS

WASHINGTON, March 22.—Columbia Broadcasting will launch color telecasting immediately upon approval of the network's system by the Federal Communications Commission, Frank Stanton, CBS president, told the FCC today.

As the final CBS witness at FCC hearings on color TV, Stanton said that color telecasts would be from New York and all inter-connected stations would be offered the programs. He added that within three months of the FCC green light Columbia will be broadcasting a total of at least 20 hours of color each week and predicted that close to 100 per cent color telecasting would be achieved in two years.

Decision by the FCC on the adoption of CBS color standards or those proposed by others in the industry is not expected for several months.

Warner Decree Near

(Continued from page 1)

final settlement, based on divorce, is Warners, which is said to be approaching the final stages of an overall oral agreement.

While 20th-Fox has not approached the government for the past several weeks, the company has in mind to resume discussions shortly to take up where they left off earlier. However, to protect itself against the possibility of insurmountable differences with the government on the terms of settlement, 20th-Fox has decided to take an appeal from the three-year divorce decision of the U. S. Statutory Court here. The strategy is to press the appeal only if an accord with the government eventually ceases to be in prospect.

Already having filed notice of appeal with the court here, Loew's has been given a 60-day stay of the court's divorce order with an additional 30 days allowed upon the company's following through with actual appeal documents filed with the U. S. Supreme Court. The deadline for filing appeals is April 8.

Extend Warner Deadline Thirty Days, to April 21

As indicated earlier, the Department of Justice has agreed to a 30-day extension of the deadline for dissolution of Warner theatre partnerships, it was disclosed here yesterday. The joint ownerships now are to be terminated by April 21.

HOW'S BUSINESS?

Motion Picture Herald reports in this week's issue, out tomorrow, percentage comparisons by circuits and theatres between box office business for four months of this winter and the corresponding period last year.

READ IT IN THE HERALD TOMORROW

THE ADVANCE WORD IS **BIG** ABOUT

"Caught a sneak
preview of William
Perlberg's and George
Seaton's 'THE BIG LIFT'
and it's great! It's
going to be 'The Big
Lift' for moviegoers."
—Sidney Skolsky

COMING WHEN YOU NEED IT MOST!

"THE BIG LIFT"
COMES WITH
MONTGOMERY CLIFT
AND
PAUL DOUGLAS
THERE'S NEVER BEEN
A PICTURE LIKE IT!

There's No Business Like **20th** Business!
CENTURY-FOX

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 67. NO. 57

NEW YORK, U.S.A., FRIDAY, MARCH 24, 1950

TEN CENTS

Elect Schenck; New Pacts for Mayer, Rubin

Rise in Dividend Rate For Current 6 Months

All directors of Loew's, Inc., were re-elected yesterday by stockholders at their annual meeting at the home office here at which a group of minority holders charged excessive remuneration is being paid to the corporation's top executives.

The newly re-elected directorate met immediately following the stockholders session and re-elected Nicholas M. Schenck, president, and all other company officers.

A new pact with production chief Louis B. Mayer providing for total compensation up to a maximum of \$300,000 per year was approved by a vote of 3,436,255 to 278,427. A new contract for J. Robert Rubin, limiting his total compensation to \$200,000 annually, was passed by a vote of 3,436,255 to 284,752. Rubin said he believed the vote against the

(Continued on page 6)

Industry Code Is Successful: Nixon; Hits Johnson Bill

WASHINGTON, March 23.—Rep. Richard M. Nixon, Jr. (R., Calif.) told the House today that the motion picture industry, through its voluntarily-adopted Production Code, "has been eminently successful in raising the moral standards of the films it produces."

Making a strong attack on Senator Johnson's film licensing bill, Nixon admitted that the industry's code gov-

(Continued on page 6)

Breen to Explain Code to Video Men

HOLLYWOOD, March 23.—Joseph I. Breen, Production Code Administrator, has accepted an invitation from television broadcasters to confer with them on the subject of self-regulation of television program content. Breen is scheduled to meet with television officials in New York early next month at which time, it is ex-

(Continued on page 6)

Academy Winners

HOLLYWOOD, March 23.—The Academy of Motion Picture Arts and Sciences tonight announced the following winners of its annual Awards of Merit, for 1949, at ceremonies at the Pantages Theatre.

Best motion picture of the year—"All The King's Men," Robert Rossen Production, Columbia.

Best performance by an actor—Broderick Crawford in "All The King's Men," Robert Rossen Production, Columbia.

Best performance by an actress—Olivia de Havilland in "The Heiress," Paramount.

Best performance by an actor in a supporting role—Dean Jagger in "Twelve O'Clock High," 20th Century-Fox.

Best performance by an actress in a supporting role—Mercedes McCambridge in "All The King's Men," Robert Rossen Production, Columbia.

Best achievement in directing—"A Letter To Three Wives," 20th Century-Fox; Joseph L. Mankiewicz.

Best written screenplay—"A Letter To Three Wives," 20th Century-Fox; Joseph L. Mankiewicz.

Best original motion picture story—"The Stratton Story," M-G-M, Douglas Morrow.

Best story and screenplay—"Battleground," M-G-M, Robert Pirosh.

Best achievement in black-and-white art direction—"The Heiress," Paramount, John Meehan and Harry Horner.

Best achievement in art direction of a color production—"Little Women," M-G-M, Cedric Gibbons and Paul Groesse.

Best achievements in cinematography—Black-and-white: "Battleground," M-G-M, Paul C. Vogel.

Color: "She Wore A Yellow Ribbon," Argosy Pictures, RKO Radio, Winton Hoch.

Best achievement by a studio sound department—"12 O'Clock High," 20th Century-Fox.

Best achievement in film editing—"Champion," Screen Plays, Harry Gerstad.

Best achievement in special effects—"Mighty Joe Young," RKO Radio.

Best short subjects—Cartoons: "For Scent-Imental Reasons," Warner, Edward Selzer, producer.

One-reelers: "Aquatic House-Party," Paramount, Jack Eaton, producer.

Two-reelers: "Van Cogh," Cinema Distributors, Gaston Diehl and Robert Haessens, producers.

Best scoring of a musical picture—"On The Town," M-G-M, Roger Edens and Lennie Hayton.

Best music score of a dramatic or comedy picture—"The Heiress," Paramount, Aaron Copland.

Best original song—"Baby, It's Cold Outside," from "Neptune's Daughter," M-G-M, Frank Loesser.

Best achievements in costume—Black-and-white: "The Heiress," Paramount, Edith Head and Gile Steele.

Color: "Adventures of Don Juan," Warner, Leah Rhodes, Travilla and Marjorie Best.

Distinctive achievements in documentary production—Short Subject: (Tied) "A Chance to Live," March of Time-20th Century-Fox, Richard de Rochemont, producer. "So Much for So Little," Warner, Edward Selzer, producer.

Feature: "Daybreak in Udi," British Information Services, Crown Film Unit, producer.

Special award for the best foreign film—"The Bicycle Thief," De Sica production, Mayer-Burstyn.

Special award to Jean Hersholt for his many services as past president of the Academy and to motion picture relief activities.

Special award to Bobby Driscoll for the best performance by a child in "The Window" and "So Dear to My Heart".

Special award to Fred Astaire for his contributions to the technique of musical pictures.

Special award to Cecil B. DeMille for his "great vision" in the making of motion pictures during his 37 years in the industry.

A letter of greetings from President Truman expressed his appreciation of the value of motion pictures to the nation.

(Academy Technical Awards are listed on page 5)

Group Selling, Arbitration For 20th-Fox

A. W. Smith Makes Offer To 1,100 Showmen Here

Establishment of a system of group selling and aid in establishing arbitration, was offered 1,100 showmen at 20th Century-Fox's "Showmanship Conference" at the Hotel Astor here yesterday by A. W. Smith, Jr., distribution vice-president.

Although it was understood originally that discussion of trade practices was not to be introduced at any of the company's "Showmanship Conferences," some of the exhibitors present took it upon themselves to speak on these subjects. When the die was irrevocably cast, 20th-Fox distribution vice-president Andy W. Smith, Jr., then committed the company on these points:

1. Twentieth-Fox soon will offer a group-selling plan;
2. The company is ready to work

(Continued on page 4)

Einfeld to Plant Showmanship Seed Abroad: Skouras

Twentieth Century-Fox advertising-publicity vice-president Charles Einfeld, who left New York yesterday aboard the *S. S. Queen Mary* for England, will set up in various European cities and Cairo, Egypt, showmanship movements patterned after those which the company has conducted in the U. S.

This was revealed yesterday by 20th-Fox president Spyros P. Skouras

(Continued on page 4)

Wants Hollywood to Help Sell Democracy

WASHINGTON, March 23.—Ways of bringing Hollywood into Senator William Benton's proposal for a greatly expanded government information program were discussed at a luncheon-meeting here today by Benton and Eric Johnston, president of the Motion Picture Association of America.

Benton, along with 10 other Sena-

(Continued on page 4)

Personal Mention

BARNEY BALABAN, Paramount president, will leave here tomorrow by plane for Palm Beach.

EDWIN GAGE, executive of the Walter Reade Theatres, has returned to his office here after a three-week vacation in Florida.

E. K. (TED) O'SHEA, vice-president of Paramount Distribution Corp., will leave here for Buffalo tomorrow.

N. PETER RATHVON, **MRS. RATHVON** and their daughters, **JOAN** and **JUDITH**, will leave here for France Thursday on the *Ile de France*.

JACK HARRIS, head film buyer for Walter Reade Theatres, and **MRS. HARRIS**, will return here Monday from a Florida vacation.

SAM SEIDELMAN, Eagle-Lion general foreign manager, is expected back in New York Tuesday from a South American trip.

WILLIAM B. ZOELLNER, head of M-G-M's reprints and short subject sales, will return here today from Memphis.

CHARLES McDONALD of RKO Theatres will return here from a Florida vacation on Monday.

DAN S. TERRELL, M-G-M exploitation director, returned here from Cleveland yesterday.

Johnston to Coast For Industry Talks

WASHINGTON, March 23.—Motion Picture Association of America president **Eric Johnston** is slated to leave here tomorrow for the West Coast and meetings with Hollywood unions and other groups on the British remittance agreement and the general international situation. Discussion of Senator **Ed Johnson's** film licensing proposal will probably come up, too.

Johnston will be accompanied by his assistant, **Edward T. Cheyfitz**. His plans are for a brief visit to San Francisco, and then move on to Hollywood Tuesday. After a week or 10 days there, he will return East.

Variety of Michigan Elects Zide, Gilbert

DETROIT, March 23.—The Variety Club of Michigan has appointed **Jack Zide**, manager of the Allied Film Exchange, as chief barker to fill the vacancy left by the recent death of **Charles C. Perry**. **Harry Gilbert**, theatrical concessioner, was named first assistant chief barker.

M. F. Gowthorpe, president of Butterfield Theaters, and **Adolph Goldberg**, partner in Community Theatres, were elected to the board of directors, filling the vacancies left by the death of **Perry** and the resignation of **Sam Carver**.

Herald Reports Box-Office Off 17% in Four Months

Box-office business in the past four months has been off 17.18 per cent from the same period a year ago.

This is indicated in a spot-check survey by *Motion Picture Herald* of large and small theatres and circuits throughout the country, which was undertaken at the suggestion of **Abram F. Myers**, Allied general counsel and chairman of the taxation and legislation committee of the Council of Motion Picture Organizations, which is spearheading the industry's fight against the Federal tax.

Myers had said he questioned the Treasury Department's figures on admission tax collections for all spectator amusements as a barometer for motion picture box office business since, he said, they appear "to refute

the reports of serious box-office declines in recent months."

He requested that the *Herald* ask its subscribers to submit a comparison of their box-office receipts for November through February with the corresponding months of a year ago to determine the percentage of decline and thus support before the House Ways and Means Committee the industry's argument that the Federal 20 per cent amusement tax is inflicting serious damage at the box-office.

In the survey, field reporters found that area box-office business was not good. New England exhibitors indicated that business was off 15 to 20 per cent, from a year ago, and saw little relief unless the Federal tax is removed.

Name Youngerman To E-L Sales Post Loew's and Century Open 'Samson' May 3

Emanuel Youngerman has been appointed head of all domestic sales of overseas product for Eagle-Lion, **William J. Heineman**, distribution vice-president, has announced.

In the new assignment, **Youngerman** replaces **Fred Stein**. He had been with E-L in a sales capacity in Pittsburgh and Buffalo. Prior to joining E-L, he was with RKO Radio in Philadelphia.

Greenthal Promotes Lewis and Hauser

Roger H. Lewis, Greenthal Co. ad copy chief and account executive, has been named assistant to **Monroe W. Greenthal**, president. **Lewis** will be in charge of the agency's creative functions.

Herbert S. Hauser, formerly production manager and contact man on local accounts, moves up to the post of director of production and media.

Goldwyn in 'N. Y. Times'

Samuel Goldwyn will have an article in Sunday's *New York Times* magazine section, titled "Television's Challenge to the Movies." In the April 1 issue of the *Saturday Review of Literature*, he will reply to **Norman Cousins's** recent article, "Our Movies Speak for Us."

\$19,000 for 'Francis'

Universal-International's "Francis" is headed for a new house record for U-I pictures at the St. Louis Theatre in St. Louis following record weekend receipts despite adverse weather conditions, the company reported here yesterday. It is understood the week's gross will hit \$19,000.

'Lights' Opens April 8

"City Lights," first of the **Charlie Chaplin** comedies to be reissued by United Artists, will open on April 8 at the Globe here for an exclusive New York engagement.

Cecil B. DeMille will arrive in New York on April 1 from Sarasota, Fla., to map neighborhood opening plans for his "Samson and Delilah" at Loew's and Century theatres May 3.

In Sarasota, he is now finalizing production plans and shooting scenes at the winter headquarters of **Ringling Brothers and Barnum and Bailey Circus** for his next picture, "The Greatest Show on Earth." On his arrival here he will move his production crew into Madison Square Garden for the filming of scenes during the New York engagement of the circus.

To Aid Pre-release

While in New York, **DeMille** will huddle with Paramount executives on "Samson" and will spearhead the Metropolitan New York pre-release of the film which will play the Paradise and Valencia theatres on April 26, then the entire second and third-run Loew's and Century theatres beginning May 3.

"Anticipated as the greatest promotion and exploitation campaign ever accorded a motion picture in any opening, the Paramount advertising-publicity departments, together with Loew's and Century publicity agents, have prepared a special promotion campaign, utilizing every conceivable promotion weapon available," the company reported here yesterday.

Survey Shows High Penetration For 'Samson and Delilah'

Audience Research survey showing the penetration among movie-goers on motion pictures in areas where they have been shown or are showing, discloses **Cecil B. DeMille's** "Samson and Delilah" has a penetration of 86, which is nearly a record, according to Paramount.

In the experience of Audience Research, it was said only one other picture had shown an area penetration of 86. That was "The Bells of St. Mary's," also a Paramount release.

Lift United Para. Stock Curbs for 500-Share Holders

Voting trust and dividend payment restrictions on stock of United Paramount Theatres were removed yesterday for all holders of 500 shares or less by the U. S. District Court here which approved the proposed modification of the Paramount consent judgment in the industry anti-trust suit. The amendment to the judgment which frees the stock has been agreed to by the Department of Justice.

Over 70 per cent of United Paramount stock is in the 500-or-less category and represents the holdings of close to 39,500 of the total of 40,000 individual owners. Thus the restrictions will prevail for only about 500 stockholders.

Leonard H. Goldenson, president, told stockholders in a special letter yesterday that they are now free to own stock in both United Paramount, up to 500 shares, and Paramount Pictures without the voting trust restraints and that full dividend payments will be made.

The original consent judgment provided for the withholding of 50 per cent of United Paramount dividends if the holder also owned shares of Paramount Pictures. This now applies only to holders of more than 500 shares. Each of the two new Paramount companies declared quarterly dividends of 50 cents recently.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY **ROSALIND**
MILLAND **RUSSELL**
EDMUND GWENN in
"A Woman of Distinction"
A Columbia Picture
SPECTACULAR STAGE PRESENTATION

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
DETT LAMARD **VICTOR MATURE** **GERARD SANDERS**
ANGELA LANSDOWN **BERRY WILCOXON**
See the destruction of the Temple on the MAGIC CYCLOTRAM SCREEN!
RIVOLI
5 WAY AT 4PM-10

The Funniest film surprise in years!!!
"Francis"
A Universal-International Picture
PARAMOUNT 10041
Midnight Feature Nightly
IN PERSON **NAT "KING" COLE** AND HIS TRIO **LARRY STORCH** **Johnny Coy** **RAY MCKINLEY** AND HIS ORCHESTRA

JOHN GARFIELD **MICHELLE PRELLE**
in Ernest Hemingway's
"UNDER MY SKIN"
A 20th Century-Fox Picture
On Stage—THE CHINA DOLL REVUE
ROXY 7th Ave. & 50th St.

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YES, IT'S A PARAMOUNT FACT

that this selling approach will be profitable for you because it's been successful in city after city. It's based on the famous scene about which Hollywood Reporter wrote: "The childbirth sequence, enacted by real doctors and nurses, comes with the impact of a bombshell!"

ONLY MOTHERS WILL KNOW....

HOW
AUTHENTIC
THIS
SCENE
IS!



The delivery room . . . the most dramatic place on earth! Where life is given . . . and sometimes . . . lost!

Filmed under the personal supervision of Dr. Frederick Loomis, author of the article that electrified 40,000,000 Reader's Digest readers!

PAID IN FULL

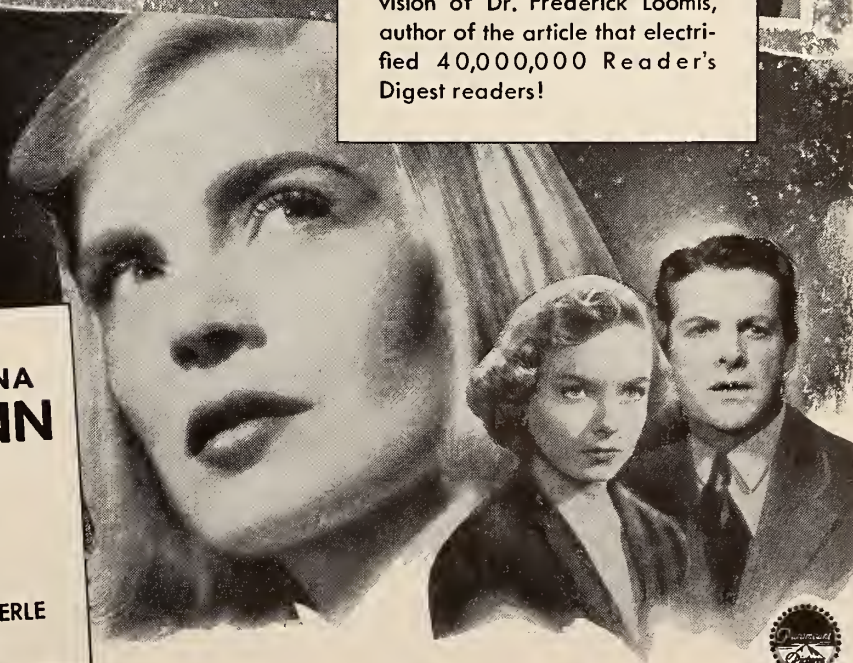
THE STORY OF A WOMAN'S BITTER VICTORY

Paramount presents
ROBERT CUMMINGS · LIZABETH SCOTT · DIANA LYNN

in HAL WALLIS' production

"PAID IN FULL"

with EVE ARDEN Directed by WILLIAM DIETERLE
Screenplay by Robert Brees and Charles Schnee



Keep Your Campaign Going Strong To Kill The Movie Tax!

Distributors Will Weigh Arbitration

Twentieth Century-Fox distribution vice-president Andy W. Smith, Jr., who is also chairman of the distribution committee of the Motion Picture Association of America, informed yesterday's "Showmanship Conference" assemblage here that he will take up with the distribution executives of other companies the possibility of developing a plan of industry-wide arbitration.

20th's Meets Set All-Time Industry Attendance Record

Between 9,000 and 10,000 persons attended the 30 "Showmanship Meetings" sponsored by 20th Century-Fox in as many key cities throughout the country on Tuesday, Wednesday and yesterday, according to a compilation of reports from MOTION PICTURE DAILY correspondents in cities where the meetings were held.

The aggregate attendance is believed to be an all-time record for an industry project, exceeding even attendance for wartime industry activities.

Staging of the conferences, including the initial Chicago meeting on March 8-9, is estimated to have cost 20th Century-Fox between \$190,000 and \$200,000. Expenses of the 30 regional meetings included rental of accommodations for the meetings, luncheon, dinner and cocktails for the guests, expenses of home office and other speakers for the meetings, and screening arrangements for previews of 20th-Fox pictures.

Wants Hollywood

(Continued from page 1)

tors, introduced a resolution yesterday calling for an enlarged information program to combat Communism. He specifically asked for a world-wide program of documentary and educational films to explain the Democratic way of life. The program must be approved by Congress.

Johnston said he understood Benton is planning to have these films made in Hollywood should the program be approved. Benton confirmed this, declaring that if the government embarks on his program, it "would hold great significance for the motion picture industry." He said the industry "should make these films," since it has the talent and know-how, and pointed out that distribution potentialities for regular theatrical films would also be considerably expanded throughout the world as a result of his program. "There would be broader and wider distribution possibilities overseas," he said.

Johnston complimented Benton's vision in proposing "a Marshall Plan of ideas" and said he hoped the Senator's program would be adopted by Congress. "Every time I go abroad," he said, "I am impressed with the need for more information about America and the motion picture film would present that information better and with a more lasting impression than any other medium."

Showmen's Meetings

(Continued from page 1)

out a plan of arbitration with exhibitors of this area whenever they are ready to meet on the subject;

3. While the practice of basing neighborhood runs for subsequents on neighborhood first-run programming has its faults, it is seen as the "best method" so far devised, but it is hoped that a method more in keeping with subsequents' requirements will be devised;

4. "Sooner than later" careful consideration will be given by 20th-Fox to "curing" the condition of "dead time" that exists between the showing of a picture first-run and subsequent-run.

Moskowitz in Chair

The meeting, which was chair-manned by Martin Moskowitz, Empire State division manager of 20th-Fox, was addressed by a large number of company executives and others, the latter including New York Film Board of Trade president Louis Nizer, Harry Brandt, Leo Brecher, Wilbur Snaper and Spyros P. Skouras, Jr.

Brandt introduced the discussion of trade practices. Snaper, also a speaker, likewise undertook comment on trade practices. However, when speakers from the floor of the Astor Grand Ballroom undertook to broach those subjects during the open forum session which followed the regular addresses, moderator Fred J. Schwartz, Century Circuit head, succeeded in convincing the participants that observations and recommendations should rightfully be confined to showmanship, the meeting's theme.

Leading off with a report on the Chicago "Showmanship Meeting," for which he praised 20th-Fox, Brandt then moved into a criticism of the practice of giving "middle-aged stars" long-term contracts. He said, in effect, that the best thing that could happen to the industry is to let television have the "old lovers of the screen." He then protested to Smith the practice of single selling of pictures, and offered to work out with Smith a plan of arbitration.

Speaking later, Snaper pointed out that buying one picture at a time cost the small exhibitor more time than he could actually spare. Brandt and Smith both indicated that legal advice they had secured separately was that a system of group buying and selling could be evolved, presumably without violating the decision against block booking handed down by the court in the industry anti-trust suit.

Calls Hearst 'Industry's Friend'

Obviously referring to the unfavorable views of the industry's showmanship effort by New York *Journal-American* columnist Dorothy Kilgallen on Wednesday, Brandt contended that the Hearst newspapers by and large have proven to be "one of the best friends of the industry," and urged that "tolerance" be shown.

During the course of the meeting Moskowitz introduced from among the audience *Journal-American* writer Bob Considine who, the chairman said, was assigned by William Randolph Hearst, Jr., to cover the meeting and write about it.

Nizer devoted his address to "psychoanalyzing" the industry. He said

the industry is periodically given to "anxiety neuroses," as when theatres became fearful of the competition of radio, fearful as to whether sound motion pictures could be adopted, and currently as to whether television will destroy theatre business. The fear of television, he said, is more or less unfounded, since the industry with the cooperation of the Federal Communications Commission can convert television to its own advantage.

In this connection, Spyros P. Skouras, 20th-Fox president, pointed out in his address which followed the open forum and closed the meeting that television is not a "menace," but, rather, through large screen video will supplement regular theatre programs. Skouras foresaw theatre television taking the place of the second feature on present double bills.

Parts of the morning and afternoon sessions, which were separated by a luncheon given by the company for the 1,100 guests, were devoted to explanations and interpretations of 20th-Fox's "Showman's Guide to Better Business" by company advertising-publicity executives Sterling Silliphant, David Golding, and others. Golding devoted part of his address to an indictment of Senator Edwin Johnson's recent attack upon the industry, and urged the showmen to fight back through publicity channels.

Brecher Asks for Arbitration

Brecher, in his address, deplored the large number of intra-industry lawsuits, and was among those who called for an arbitration system.

At the morning session, Smith gave the meeting statistics showing the current status of increased population and surplus money available for entertainment spending about four times greater than in 1940.

In the face of these conditions, he said, box-office returns for the first two months of this year are about even with the 1940 level of attendance, and 25 per cent below last year's attendance for the same period. Attendance for all of 1949 was only slightly above the 1940 level.

The situation, Smith said, indicates that "in too many cases we have lost the will to sell to the hilt, and the public has lost the desire to buy motion picture entertainment."

Asserting that pictures now are better than ever, Smith told the showmen "the job is up to you and us, exhibitors and distributors, to map an intelligent but vigorous selling campaign to sell the huge potential audience the best entertainment the world has ever known."

Cites Sales Policies

He pointed out that 20th-Fox last year had consulted exhibition on its wishes in the matter of sales policies and had given exhibitors what they wanted. In consequence, he said, 20th-Fox's customers now have more time available to devote to proper selling of pictures and their audiences. Smith reminded the meeting that every 20th-Fox sales executive and salesman is available to exhibitors for advice and help.

Smith cited industry litigation as a

O'Dwyer Reel Clips Are Ready Today

Fox Movietone Newsreel shots of Mayor William O'Dwyer's address before yesterday's New York "Showmanship Conference" at the Hotel Astor will be available without charge to all exhibitors today as newsreel clips. Martin Moskowitz, 20th-Fox Empire State division manager, informed the meeting.

In his address the Mayor praised the motion picture industry and acclaimed it for its contributions to entertainment and public service.

Skouras Talk

(Continued from page 1)

in his address before the "Showmanship Conference" which the company held for the exhibitors of the New York Metropolitan area at the Hotel Astor here.

European cities to which Einfeld will "carry" the meetings are London, Rome, Paris, Geneva, and Frankfurt, Skouras said.

In his address, the final one of the day, Skouras declared that 20th-Fox has done its "utmost" to revitalize the spirit of showmanship among the nation's exhibitors, and told his audience that "now you must take up the torch." The company, however, will continue its "fight" for showmanship, he added.

Skouras urged the exhibitors to "make departures" from present advertising methods and adopt for second and third runs the techniques employed by first-runs in advertising and promotion.

The 20th-Fox president urged the theatremen to marshal their personnel in the "crusade" for better showmanship which the company has launched.

drain on the time and resources of showmen and counselled exhibitors to settle differences by conciliation or arbitration and devote the time and energy saved thereby to the betterment of business. He pointed to the accomplishment of the COMPO tax committee for repeal of the admission tax as an example of what the industry can do to win public support to its side, observing that comparable determination can successfully sell entertainment to the same public.

Moskowitz told the assembled showmen, who packed even the balconies of the huge grand ballroom, that the sole purpose of the meeting, like the others which 20th-Fox sponsored throughout the country, "is to help create the habit of movie-going among a vastly larger segment of the American people."

The job calls for hard work, he reminded the 1,100 exhibitors present, but reminded them they had done it before and could do it again.

Points Way to Prosperity

"This meeting is dedicated to the sole purpose of both helping and inspiring the theatre men of America to again show the way to industrial prosperity in general, and motion picture prosperity in particular, by revitalizing showmanship which is the basic

(Continued on page 5)

20th-Fox

(Continued from page 4)

force of our business," Moskowitz said.

"I know from your presence here that you all recognize the momentous purpose of this rally," he declared, "and I appeal to you to begin here and now to create a renaissance of the showmanship spirit that has set the styles of entertainment throughout the world. By creating new plans and ideals of showmanship to capture the modern mood of entertainment seekers you can increase the patronage of your theatres and guarantee that our proud industry will flourish," Moskowitz said.

Mayor Praises Industry

Mayor William O'Dwyer, addressing the meeting, praised the industry for its public service and commended 20th Century-Fox on the constructive purpose of the showmen's meetings.

Referring to the place in modern life of motion picture entertainment, and the need of the public for it, Mayor O'Dwyer reminded the showmen to maintain an attractive and comfortable theatre, to become acquainted with their patrons, to know and endeavor to supply their entertainment preferences and to get to know civic leaders. He advised them to make known to producers the wishes of the ticket-buyers, to formulate plans to give the customer what he wants.

Sam E. Diamond, 20th-Fox New York branch manager, related that telephone operators at the exchange answer incoming calls with the slogan "Movies Are Better Than Ever," and then give the name of the company. He suggested that theatres, preferably every theatre in the country, adopt that procedure.

Diamond urged the showmen to set their sights on making customers of the vast "found audience" through better showmanship. Theatre managers, as well as owners, can play an important part in achieving that objective and, for that reason, were invited to attend the showmen's meetings, Diamond said.

Points Up Manager's Role

"The theatre manager is the eyes and ears of the theatre he manages," he pointed out.

Taking over as moderator of the open forum, Schwartz devoted his remarks to pointing out Century's faith in the industry's future by the fact that it recently opened two new theatres and soon will open two more. He said also that Phonovision and the motion picture theatre cannot exist together and "one must go." Schwartz cited various means whereby his circuit is joining in the "showmanship" movement initiated by 20th-Fox.

The forum speakers made various recommendations from the floor, including means in which the slogan "Movies Are Better Than Ever" can be used to best advantage in newspapers, the holding of spring motion picture "festivals" for the public, the imbuing of theatre employees and other industry personnel with enthusiasm for showmanship. Congratulations to 20th-Fox for holding the meetings came repeatedly from speakers.

A "sneak preview" of "Cheaper by the Dozen" was held for the exhibitor

Mayor O'Dwyer at 20th Meet



Metropolitan Photo for Motion Picture Daily

NEW YORK'S MAYOR WILLIAM O'DWYER (center) greeted 1,000 exhibitors from the Metropolitan New York area and surrounding territories yesterday at the key "Showmanship Meeting" of 30 sponsored in the field by 20th Century-Fox, and held at the Hotel Astor. With His Honor are Martin Moskowitz (left), 20th's Empire State division manager, who presided at the New York sessions, and A. W. Smith, Jr., 20th's distribution vice-president.

guests last night at the Roxy Theatre here.

TV Problem Chief Topic At Pittsburgh Meeting

PITTSBURGH, March 23.—Three hundred exhibitors attended the "Showmanship Meeting" sponsored by 20th Century-Fox at the William Penn Hotel here today.

In charge was Howard Minsky, district manager, with Rodney Bush, assistant to 20th-Fox vice-president Charles Einfeld, as the principal speaker. Morris Finkel, president of Allied MPTO of Western Pennsylvania, served as moderator of the afternoon open forum.

The influence of television on exhibition was the principal subject of the afternoon discussion. Among the speakers were Al Levy, newly installed branch manager; James Balmer, Bert Stearn, Bernard Buchhart, Norman Mervis, C. C. Kellenberg, Joe Murdoch, Fred Serrao, Joe Kellenberg and Joe Aiello.

350 Attend at Cincinnati; Chakeres Presides at Forum

CINCINNATI, March 23.—Approximately 350 exhibitors and circuit executives from Ohio, Kentucky and West Virginia attended 20th Century-Fox's showmanship confab at the Hotel Alms today. Mike Chakeres, vice-president and general manager of Springfield Theatres, Springfield, O., was moderator of the afternoon forum.

Jack Lampe, general manager of Schine, Gloversville, N. Y., announced a 12-week contest ending on May 28 for an all-expense trip to the Ritz-Carlton Hotel, New York, plus a regular vacation for the best showmanship tactics and results by a circuit manager.

Marcus Urges Distributors To Follow 20th-Fox Example

MILWAUKEE, March 23.—Some 300 exhibitors attended a successful 20th Century-Fox showmanship meeting at the Schroeder Hotel here today with J. Lorentz, branch manager, presiding. Ben Marcus, president of Allied of Wisconsin was moderator at the afternoon session. Marcus stated he

was "jealous and envious" that a distributor took the lead in starting this showmanship move. "We were riding along on a smooth train for awhile but got derailed. I hope that other distributing organizations will follow this pace," he said. Other exhibitors aired their ideas on improving box-office receipts through showmanship, more advertising and good public relations.

Northwest Turns Out in Full: 268 At Meeting in Minneapolis

MINNEAPOLIS, March 23.—The Northwest had full representation at the 20th Century-Fox showmanship meeting here today with a total of 268 theatremen participating, and with 20th-Fox branch manager M. A. Levy conducting. Speakers included Ben Berger, president of Northwest Allied, who acted as moderator at the afternoon open forum; Frank Mantzke, Harry Greene, Harry French, Ernest Peasle, Jack Wright, Charles Winchell, Don Buckley, L. J. Ludwig, Dan Peterson and Minneapolis Tribune motion picture editor Will Jones.

Argue Effects of Video At San Francisco Meet

SAN FRANCISCO, March 23.—More than 300 Northern California showmen attended the 20th Century-Fox showmanship meeting here today. Alex Harrison, branch manager, opened the meeting with Herman Wobber, Spencer Leve, Rotus Harvey, Wood Soanne, Joseph Blumenfeld, Robert Lippert, Eddy Yarbrough and Roy Cooper among the speakers.

During the afternoon forum, moderator Blumenfeld replied to Lippert's statement that television is a "terrible threat" by stating that "television and pictures should go along together. I'm not afraid and those who are afraid should get out of the picture business."

Levy, Higgins, Hoffman Talk at New Haven Meet

NEW HAVEN, March 23.—Twice the number expected, 150 exhibitors and advertising managers at the 20th Century-Fox showmanship meeting here today heard talks by Mayor William Celentano; Herman Levy, general counsel for Theatre Owners of Ameri-

Eastman Takes Top Academy Science Award

HOLLYWOOD, March 23.—The Academy of Motion Picture Arts and Sciences tonight announced the following awards for scientific or technical achievement: A statuette to the Eastman Kodak Company for the development and introduction of an improved safety base motion picture film.

Certificates were awarded to the following: Loren L. Ryder, Bruce H. Denney, Robert Carr and the Paramount sound department for the development and application of a super-sonic playback and public address system. M. B. Paul for the first successful large-screen seamless translucent backgrounds.

Herbert E. Britt for the development, application, formulas and equipment to produce artificial snow and ice for dressing picture sets. Andre Coutant and Jacques Mathat for the design of the Eclair Camerette.

Charles R. Daily, Steve Csillag and the Paramount engineering, editorial and music departments for a new precision method of computing variable tempo click tracks. International Projector Corp. for a simplified and self-adjusting take-up device. Alexander Velcoff for the application to production of an infra-red photographic evaluator.

Anti-Drive-in Bill Dies

ALBANY, N. Y., March 23.—The New York State Assembly passed, before adjournment this morning, but too late for Senate action, the Roman Bill which would prevent the erection of drive-ins in cities of this state.

ca; Walter Higgins, Prudential Circuit, who also acted as moderator, and I. J. Hoffman, Warner zone manager. Ben Simon, 20th-Fox branch manager here, conducted the session.

Some Travel 700 Miles to Attend Meeting in Denver

DENVER, March 23.—Warm praise of the objectives of the 20th Century-Fox showmanship meetings was voiced by speakers at the Denver session today. A total of more than 160 exhibitors participated, some of them having traveled as much as 700 miles.

Charles Gilmour, president of Gibraltar Enterprises, was moderator at the afternoon get-together. Morning speakers included Pat McGee, general manager of Cooper Foundation Theatres; Frank Ricketson, president of Fox Intermountain; Dave Cockrill, president of Colorado Theatre Owners of America; John Wolfberg, Rocky Mt. Theatre Association; Martin Butler, president of New Mexico TOA, and Alex Murphee, Denver Post critic.

Walker Conducts Salt Lake Session; Over 100 Sit In

SALT LAKE CITY, March 23.—Lauded by many of those present as one of the best moves of its type in industry history, the 20th Century-Fox showmanship meeting here today drew more than 100 exhibitors from Utah, Idaho, Montana, Wyoming and Nevada. Charles L. Walker, 20th-Fox branch manager here, conducted the forum, with speakers including D. K. Edwards, Sam Gillette and Sid Cohen.

Higher Trust Law Fine Is Approved

Washington, March 23.—The House Judiciary Committee today approved a bill to boost from \$5,000 to \$50,000 the maximum fine for violating the Sherman anti-trust law.

As reported by a special monopoly-investigating subcommittee some weeks ago, the increase would have applied to the Clayton Act as well, but the full committee today confined it to the Sherman Act. The present maximum one-year jail sentence would be left unchanged under the bill.

Elect Schenck

(Continued from page 1)

employment pacts for himself and Mayer represented the highest on such an issue on record. Both contracts are for five years, retroactive to Aug. 31, 1949, and were recommended by management.

Defeat Two Resolutions

Two resolutions proposed by a minority stockholder were defeated. These asked the board to consider a ceiling of \$10,000 per year for pensions under Loew's retirement plan, and for the board to consider reducing salaries of officers and executives when earnings or dividends drop.

As presiding officer, Rubin opened the meeting with a report on corporate affairs which reflected sound financial condition. He said the 80 cents per share earnings of the first half of last year are likely to be exceeded for the same period this year.

He said the company has been named a defendant in 13 new private anti-trust suits in the last six months but in that period the same number of previously-filed actions were settled, leaving the total of 80 unchanged.

He reported the corporation exercised an option to purchase 10,000 shares of its stock from Schenck at \$13.33 per share and the block was used to purchase Vincent McFaul's 14 per cent interest in Loew's Buffalo Theatres, giving Loew's 100 per cent ownership.

Rubin also reported that Loew's will have new theatres in operation shortly in Melbourne, Sydney and Alexandria.

Loss in Production

Rubin said that M-G-M production in the 1949 fiscal year operated at a loss of \$1,000,000 but the profitable operations of the other branches made up the difference in the consolidated net of \$6,019,180.

Officers re-elected with Schenck were: Mayer, first vice-president; Charles C. Moskowitz, vice-president and treasurer; vice-presidents Rubin, William F. Rodgers, E. J. Mannix, Howard Dietz, Joseph R. Vogel, Benjamin Thau, Marvin H. Schenck and J. J. Cohn; Leopold Friedman, vice-president and secretary; Louis K. Sidney, vice-president and assistant treasurer; Dolf Schadler and R. Lazarus, assistant treasurers; Jesse T. Mills, controller and assistant secretary, and assistant sec-

Reviews

"House by the River"

(Republic)

A CHARACTER study in weak and selfish villainy is created by Louis Hayward in "House by the River." The melodrama is standard in story content and development but it is heightened by some fine touches and resourceful production treatment. Others in the cast include Lee Bowman, Jane Wyatt and Dorothy Patrick.

Hayward portrays a writer who is married to Miss Wyatt but is always on the make for a pretty face. One day he tries to make love to Miss Patrick, an attractive servant. There ensues a clash, she gets hysterical, and seized by fear, Hayward strangles her. The problem now is to get rid of the body. Through a combination of lies and pleas, Hayward prevails upon his brother, Bowman, to help in the disposal. The pair put the body into a sack and throw it into the river. From this point on both are gripped by panic, aggravated all the more by floodtides which bring the body back. In time detectives get to work on the case and Hayward finally proves to be a total scoundrel as he tries to put all of the blame on his brother. A melodramatic finale brings Hayward to his just end.

Director Fritz Lang has infused the production with a brooding quality, quite proper to the mood. Howard Welsch produced. The screenplay was by Mel Dinelli.

Running time, 88 minutes. Adult audience classification. Release date, March 25.

MANDEL HERBSTMAN

"A Royal Affair"

(Discina International)

A PLEASANT excursion into the pre-war French comedy field is made in this remake of a 1941 Gallic version of "The King." Bearing close resemblance to some of Ernst Lubitsch's early pictures, the situations are alternately humorous, risqué and romantic, but always expected. Chevalier, not looking like the Maurice of old, is still the charming bon vivant and should have great appeal for the feminine trade. Chevalier, the visiting King of Cerdania in the days of the first French Republic, is romantically flighty and embroils a local Senator in a mess of trouble with his Prime Minister.

From the time the Senator's wife accidentally hits the King with a cream puff, the Senator is busy trying to get into the good graces of his party and the King's. When Chevalier meets his old mistress, who is now a friend of the Senator, things start to happen and culminate in the King's appearance at the Senator's home. The Senator's wife, thoroughly charmed by the King, almost complicates the political situation. However, the Senator is hastily made a Minister by his party, gets the King to sign a long awaited trade treaty, and the King goes home with his sweet romantic memories at his side.

The story, from a celebrated French play by De Flers, De Caillavet and E. Arene, was adapted and directed by Marc-Gilbert Sauvageon and produced by Michel Safra and Andre Paulve. The music and a few songs sung by Chevalier are pleasant but not up to audience humming level.

Running time, 98 minutes. Adult audience classification. For March release.

Industry Code

(Continued from page 1)

erns only the films themselves and not the private lives of those who appear in the pictures, but declared: "I see no more reason for the Federal government to set itself up as the arbitrator of moral conduct of individuals in the motion picture field than I do in any other field of private employment."

Nixon, who was a member of the House Un-American Activities Committee during the Hollywood investigation, and is running for Senator this year, called the Johnson Bill "one of the most startling and dangerous proposals made in recent years." While the ostensible purpose of the bill, he declared, is to improve the standard and quality of motion pictures, "the ultimate effect of it can be not only censorship of motion pictures themselves but also complete control of the individual lives of those who appear in and produce the pictures."

Nixon said Congress should be considering taking power away from the Federal government instead of giving it more power.

retaries Nicholas Nayfack, Irving H. Greenfield and Harold J. Cleary.

Directors re-elected were: Friedman, F. Joseph Holleran, Eugene W. Leake, Moskowitz, William A. Parker, Rodgers, Rubin, Nicholas Schenck, Vogel, David Warfield and Henry Rogers Winthrop.

Breen on Code

(Continued from page 1)

pected, he will outline to them the motion picture industry's self-regulation principles under the Production Code.

Television has been the target of mounting criticism from official and audience sources in recent months for alleged bad taste in some programs. Wayne Coy of the Federal Communications Commission recently issued a strongly-worded warning to television broadcasters for allegedly off-color material in programs.

Breen will leave here for New York this weekend to participate in the hearing by the Motion Picture Association of America's board of directors next Tuesday on the appeal from the denial of a Production Code seal to the Italian-made film "The Bicycle Thief." He will return here prior to the conference next month with television broadcasters.

Gertrude B. Gerard Dies

Gertrude B. Gerard, wife of Barney Gerard, producer of the Monogram "Jiggs and Maggie" series, died at Scripps Clinic, La Jolla, Cal., yesterday after a lingering illness, it was disclosed here. Professionally known as Gertrude Hayes, she formerly was a noted vaudeville performer. Private funeral services will be held in San Diego. Besides her husband, a sister, Mrs. Alice M. Scott, survives.

Bergman Sees 'Specialized' Ads Effective

Maurice Bergman, Universal International director of public relations, called upon local exhibitors to develop their own "specialized advertising" which conforms to the customs of the individual community" in his talk yesterday at the opening session of the two-day conference of the National Board of Review. Quincy Howe, Board president, welcomed some 400 delegates who attended the 41st anniversary conference at the Hotel McAlpin here. Among other speakers were Bertram Bloch, 20th Century-Fox; Arthur DeBra, Motion Picture Association of America; Joseph Lerner, Laurel Films; Henderson M. Richey, M-G-M; George J. Schaefer, Stanley Kramer Productions, and M-G-M director George Sidney.

Local 'Ads' Need Change

Speaking on advertising, Bergman said the real changes in this business must be "brought about in local communities. There is no reason in the world why a picture should be advertised the same in New York as it is in Des Moines," he declared. "But unfortunately," he continued, "the local theatre operator has not yet seen the advantage of making his own advertising, and in the majority of cities he merely picks up the hysteria type of advertising from the distributors' press book."

Richey declared that, "without minimizing in any way the tremendous contributions that publicity, advertising, distribution and production make, probably the most complex job of all falls to the theatre owner. He is the point of contact between the industry and the public."

Richey also pointed out how trade papers, through their film reviews, help the showman determine a picture's suitability for his theatre.

Box-Office Indicates Response

Schaefer pointed out that since there are so many theatres in the U. S., the producer cannot be guided by individual opinions as to product. He said "the producer is encouraged to make the type of picture to which the public will respond, but the box-office is the best indicator of that response."

Sidney, whose latest production is "Annie Get Your Gun," spoke on "The Director in Motion Pictures."

Bloch outlined the story situation as it affects today's films. "To people who say that many films are not good," he said, "point out that the same is true of many books and plays."

Lux to Toronto Affair

BUFFALO, March 23.—Elmer F. Lux, chief barker, will head a delegation of local Variety Club members to Toronto on Tuesday, March 28, to attend the Toronto tent's annual heart presentation. In the delegation will be Murray Whiteman, James H. Eshelman, Harry Berkson, William Dipson, Myron Gross and Charles B. Taylor.

Hugh S. Bennett Dies

HOLLYWOOD, March 23.—Hugh Swinton Bennett, 57, director of the "Henry Aldrich" series, died Tuesday of a heart attack at his home in Malibu.

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VOL. 67. NO. 58

NEW YORK, U. S. A., MONDAY, MARCH 27, 1950

TEN CENTS

Urge Larger Quota for Independents

State Dept., ECA Oppose German Film Limitations

WASHINGTON, March 26.—The State Department, with backing from the Economic Cooperation Administration, is trying to get the German government to license more independent films, it is reported.

The German government gave each of the 10 majors licenses for 15 films, then decided the market could not stand any more. Under pressure from the independents and the U. S. government, it recently agreed to license another 10 independent films, but no more. The independents, the State Department and the ECA all feel that this is not enough, and are endeavoring to have the amount liberalized.

The Department and the independents believe the license restrictions run counter to U. S. trade policy and are a bad idea in and of themselves. ECA's concern is mainly that it would like to guarantee films for some inde-

(Continued on page 3)

Tax-Bill Drafting At Snail's Pace

WASHINGTON, March 26.—The House Ways and Means Committee is making very poor headway in its executive session work on a new tax bill, members report.

They say that in two weeks of closed-door meetings on the bill, the committee has done nothing more than hear staff members discuss various

(Continued on page 3)

Three Circuits Set 'John Balaban Drive'

Chicago, March 26.—Following on the heels of the 20th-Fox "Showmanship Meetings," A "John Balaban 1950 Showmanship Drive" has been set for Balaban and Katz, Great States and Ohio-Indiana Theatres.

Plans for the drive are to be announced at a luncheon at the Drake hotel here on Tuesday, at which Leonard Goldenson, United-Paramount head, will attend along with John Balaban and other company officials.

B. and K. Bid Gets 'Samson' for Loop, But Para. Sells-Away on 'Capt. Carey'

Chicago, March 26.—"Samson and Delilah" has been set to open at the Balaban and Katz State-Lake for an indefinite run starting April 13. Paramount, which sent out bids on the film to all Loop theatres after it had won an extended run from Federal Judge Michael Igoe, accepted the State-Lake bid from a number of other bids by competing Loop theatres. Paramount's asking terms are understood to be 70 per cent-30 per cent. The film will play at advanced admissions, which were tentatively set by B. and K. at: 74 cents until 1:00 P.M.; 90 cents to 5:00 P.M. and \$1.20 thereafter.

At the same time, the Oriental Theatre, operated by Jim Booth, won the bid for Paramount's "Capt'n Carey, U.S.A.," making this the first Paramount film ever to play away from a Balaban and Katz theatre here. The company will next offer "No Man of Her Own" to all Loop theatres under bidding.

2 Columbia Sales Meets

Columbia will hold its annual sales convention in two sessions this year, it was announced at the weekend by A. Montague, general sales manager, who will preside at both meetings. First of the gatherings is scheduled for the Drake Hotel, Chicago, on May 1-4, and the second will take place at the Ritz Carlton Hotel, Atlantic City, on May 15-18.

Attending the meetings will be home office executives, department heads and top sales personnel, division and branch managers, salesmen and office managers.

Krolick, Others in New Theatre Posts

ROCHESTER, N. Y., March 26.—Arthur Krolick, who has been manager of the Paramount Theatre here for several years, has been promoted to city manager of the United Paramount houses, the Paramount and Regent. Krolick succeeds Gene Street, who has been appointed district manager of United Paramount Circuit in Poughkeepsie.

Street, who has been city manager in Rochester, succeeds Harry Royster, who has acquired the Colonial Theatre in Poughkeepsie and the Peekskill in Peekskill.

Boston to Rally for 'Movies Are Better'

BOSTON, March 26.—Following the recent 20th-Fox "Showmanship Meeting" in Boston, the local industry publicists chairman, Harry Browning of New England Theatres and co-chairman Phil Engel of 20th-Fox have called a joint meeting of all local publicity men for Tuesday to work on the promotion of the plan that "Movies Are Better Than Ever."

RKO to Have 87 Shorts

Coincident with the start of the second half of the "Ned E. Depinet Drive," Harry J. Michelson, RKO Radio short subject sales manager, reports a line-up of short product for 1950-51 comprising 87 subjects, divided into 37 two-reelers and 50 one-reelers. Forty two-reelers and 50 one-reelers are on the current 1949-50 schedule.

In the two-reel category, RKO will offer 13 This Is Americas, six Leon Errols, six Comedy Specials, two My Pal shorts, one subject called "Foot-

(Continued on page 3)

Richey, Ballance and McCraw at OTO Meet

OKLAHOMA CITY, March 26.—Gael Sullivan and Nate Halpern of the Theatre Owners of America, previously announced as speakers at the annual convention of the Oklahoma Theatre Owners, tomorrow and Tuesday, at the Hotel Skirvin here, will be augmented by Leon Bamberger and Henderson Richey, of RKO and M-G-M, in New York, respectively; Harry Ballance, southern division manager for 20th-Fox, Dallas; Harry H. Thomas of Equity Pictures, Hollywood; William C. McCraw, executive director of Variety Clubs, Dallas.

Great States Divests Rialto in Pekin, Ill.

CHICAGO, March 26.—The Rialto Theatre, Pekin, Ill., a Balaban and Katz-Great States house offered under the consent decree order, has been purchased by Kenneth F. Wilcox, of Pekin. It marks Wilcox's first venture in the industry.

The Rialto is the third Great States house to be sold under the order to open up closed situations.

Group Selling Held Proper Under Decree

20th-Fox Privileged to Set Number for Groups

As 20th Century-Fox attorneys and distribution executives prepared at the weekend to draft a system of group selling in line with company sales vice-president Andy W. Smith's New York "Showmanship Conference" offer to exhibitors, industry observers foresaw the 20th-Fox plan's shaping up to specific provisions made by the New York Statutory Court in its industry anti-trust suit ruling.

The Court decided that a group of pictures may be licensed, providing the licensing of one is not conditioned upon the licensing of others. Also, every picture in a group must be sold picture by picture and theatre by theatre.

Smith told the 1,100 New York Metropolitan area exhibitors at the

(Continued on page 3)

Set Wednesday Meet To Avert WB Strike

Federal Mediator L. A. Stone has tentatively arranged with Warner home office executives to hold a meeting here on Wednesday between the company and the IATSE to attempt an 11th hour settlement of the contract dispute which has threatened to bring about a strike of 525 Warner home office "white collar" workers.

It is virtually certain that a meeting will be held Wednesday if "IA"

(Continued on page 3)

ABC Off \$519,000, TV Held Responsible

American Broadcasting reports a loss of \$519,085 for the year ended Dec. 31 after reduction of \$327,000 for recovery of Federal income taxes under carry-back provisions of the Internal Revenue Code.

ABC had a net profit of \$468,676 in 1948. Loss in 1949 was attributed for the most part to television expenditures.

Personal Mention

NOAH DIETRICH, RKO Radio board chairman, arrived in New York on Friday from Houston. He is here on TWA business for **HOWARD HUGHES**.

ERIC JOHNSTON, Motion Picture Association president, left Washington on Friday for Spokane, instead of San Francisco, as originally planned. He will arrive in Los Angeles tomorrow from Spokane.

SYLVIA HYDE of **ARTHUR M. LOEW**'s secretarial staff at Loew's International here, was married on Saturday to **SAMUEL P. LESSER**.

H. M. RICHEY, M-G-M exhibitor relations head, left here over the weekend for Oklahoma City and Kansas City.

JOHN DAVIS, managing director of the J. Arthur Rank Organization, arrived here from London on Friday.

AL HORWITS, Universal-International studio publicity director, will arrive here today from Hollywood.

HUGH OWEN, Paramount Eastern and Southern division manager, will leave here today for Buffalo.

EARL HUDSON, head of United Detroit Theatres, left here on Saturday for Detroit.

Charter Salt Lake Variety on June 21

Motion Picture Club of Salt Lake City has voted to apply to Variety International for a charter to become Tent No. 38, it was disclosed here. Robert J. O'Donnell, Variety International chief barker, said that the organization's vote on the application will be one of the first orders of business when the International's convention opens in New Orleans on April 27. The new tent will receive its charter on June 21.

NY Legislature Acts On Local Tax Bills

ALBANY, N. Y., March 26.—Four bills carrying out recommendations made by State Controller Frank Moore's commission on local non-property taxes were passed before the state legislature adjourned, but the measure to extend a series of permissive levies, including a five per cent admission tax, to cities of less than 25,000 population does not become operative until July, 1951.

Luncheon for Simon

BUFFALO, March 26.—Variety Club of Buffalo will give a testimonial luncheon to Mike Simon tomorrow instead of a dinner as originally announced. Simon was recently promoted to manager of the Detroit Paramount branch. The luncheon will also welcome the new local Paramount head, Edward Fitzgerald.

Tradewise . . .

By SHERWIN KANE

"**H**OW'S business?" More often than not the answer to that question is: "If you have a good picture business is all right. If you haven't, business is terrible."

Dig a little deeper and chances are you will discover that very little is being done by many exhibitors to make a different answer possible. Too many exhibitors have been too complacent, not only about weak pictures but about strong ones, too. Few are doing enough to get maximum business for the good pictures and even fewer are doing anything to improve box office results of the in-between pictures.

The tendency all too often is to sit idly by and let the product find its own level. Lulled by several years of good business, too many exhibitors slipped into the habit of relying upon the product to sell itself.

Why, many ask themselves, work overtime to sell a picture that is sure to have a profitable run, regardless?

And why go all-out to eke a profit out of an average picture when you can sit back and compensate for a bad week or two with stronger pictures to follow? others reasoned.

Nowadays, the exhibitor who finds business good for strong product and bad for other pictures, needs to take stock of himself. How much of the fault is his when a good, average picture fails to turn in a neat profit at his box office? Did he help it in any but the routine ways?

And that big hit he just finished playing? Did he figure a potential profit and decide he was willing to settle for that? Or did he recognize in the picture a real business opportunity and do his utmost to help it draw every possible dollar?

Those are some of the points that 20th Century-Fox has tried to bring home to exhibitors at its showmanship meetings across the country.

Some leading exhibitors were frank to admit at the Chicago meeting that they had not been doing all they might have in the recent past, either as theatre operators or as showmen to whom others look for examples of showmanship. They caught the spirit and the point of 20th-Fox's leadership and proved it by promising to return to their offices and go to work.

The showmanship meetings stress two essentials:

Belief in the industry and its future, as exemplified by the slogan "Movies Are Better Than Ever!"

Action (or, more simply, work) as prescribed in the reminder that "1950 Business Will Be Good for Those Who Make it Good."

The industry is indebted to 20th Century-Fox for taking the initiative in reviving showmanship throughout the country and for providing showmen with many of the tools essential for the work to be done.

A recent release of the COMPO tax committee reporting on the magnificent accomplishments to date in the battle for repeal of the admission tax quoted Abram F. Myers as saying: "I see a revelation of what a united industry can do."

The quoted words had a familiar ring. Reference to the files showed why. Trade press editorialists have been writing that message at frequent intervals for years. Usually when exhibition organizations, including Myers', were pulling in the opposite direction from the one leading to a united industry.

The oft-reiterated COMPO slogan, "We must learn to crawl before we walk and to walk before we run," has long since served its purpose as a reminder to COMPO organizers to "make haste slowly." It has been nearly six months since COMPO was enthusiastically endorsed as an industry public relations instrument. Still there is no formal organization in existence yet. The infant is still in the creeping stage. Many are wondering if the lagard child ever will learn to walk.

Alton Cook, New York *World-Telegram & Sun* film critic, referred to the Academy Awards in a series on the subject last week as a "mutual admiration" affair of Hollywood's. The only concrete example of "mutual admiration" which Cook's articles revealed was the build-up for the New York Film Critics awards made annually by Cook and his colleagues.

You may be interested to learn from Cook that the Critics' award "has become moviedom's most important critical distinction."

Newsreel Parade

PRESIDENT TRUMAN on vacation and French and British sea maneuvers are current newsreel highlights. Other items include Mayor O'Dwyer addressing the 20th Century-Fox "Showmanship Meeting," sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 24—Air pilots report flying saucer. Foreign events; Chinese Nationalist troops hold war games; British and French in naval maneuvers. Mayor O'Dwyer addresses 20th Century-Fox "Showmanship Meeting." Holy Year in Rome. Mark 100th birthday of Thomas Masaryk.

NEWS OF THE DAY, No. 259—United States super-forts embark for England. Newsreel films of Rome's catacombs. President Truman goes fishing. Junior ski championships. Mass wrestling bout in Washington.

PARAMOUNT NEWS, No. 62—United States sends B-29's to Britain. President Truman goes fishing on vacation. Turkish Army passes in review. Fashions. Report from Israel. Jalopy derby.

TELENEWS DIGEST, No. 12-B—U. S. sends B-29's to England. American Navy planes for France. British and French sea maneuvers. Adenauer proposal for Franco-German unity. East Germany money crisis. Border Patrol in action in Florida. Gulf Stream handicap.

UNIVERSAL NEWS, No. 337—Chinese Army maneuvers. President Truman on vacation. Nuremberg archives on Nazi war criminals. French and British stage maneuvers at sea. Sports: skiing, wrestling.

WARNER PATHE NEWS, No. 64—World news: President Truman on vacation. Turkish army on parade. Formosa invasion maneuvers. Israel speeds homes for immigrants. Spring fashions. Sports: skiing, surf boarding. Historic America: St. Augustine, Fla.

Cousins' Film Views Answered by Corwin

Alfred F. Corwin, Motion Picture Association of America director of information, has sent a reply to Norman Cousins, editor of the *Saturday Review of Literature*, who charged in three articles that the type of pictures exported by Hollywood create a false impression of U. S. life.

Corwin points out that Cousins in his March 4 article listed 92 American pictures which were shown in Paris in the past three months. "It is obvious," Corwin says, "that you regard these as typical of the films which, in your 'Free Ride' editorials, you said portrayed America as predominantly 'a nation of murderers, gangsters, idlers, deadbeats, dipso-manics, tarts, touts and swindlers'."

"I have made a picture-by-picture analysis of the 92 films," Corwin continues. "In the main, they are pictures which the American motion picture industry can be proud of—pictures which emphatically contradict your captious charges of misrepresentation and distortion."

Ban 'Room Upstairs'

PORTLAND, Ore., March 26.—The Municipal Review Board, in a three-to-one decision, has banned Lopert Films' "The Room Upstairs." The French film was scheduled for showing at the Guild Theatre. The board declared the picture's theme objectionable.

Review

"Cheaper by the Dozen"

(20th Century-Fox)

THEY call Clifton Webb by another name this time, but he is still pretty much the fabulous "Mr. Belvedere" in a heart-warming comedy of family life in the '20's. "Cheaper by the Dozen" is first-class from the moment it gets under way in Providence in its tragedy-touched close in Montclair.

Webb is an industrial engineer and exponent of "motion study". He is married to a calm and placid Myrna Loy who has borne him 11 children and shortly thereafter delivers him a boy—12th and last in the line who also makes possible the line that it is "cheaper by the dozen". Webb is likewise autocratic and post-Victorian in his ideas on such matters as high school dances, bobbed hair, rouge and those exposed-at-the-knee bathing suits which began to show up 30-odd years ago. He is a stickler where his authority, as head of the family enters, and is also bombastic and self-assured. But, despite, or because of all this, Webb is a rather solid guy with a sense of humor and a growing awareness of the changing times.

As for Miss Loy, who remains calm and placid, it appears she couldn't afford to be otherwise. Not with a dozen kids of all ages and sizes falling over one another, demanding a dog, encountering a series of operations for bad tonsils and a myriad of other things.

This household is never exactly quiet, but it is fun. Nothing of any particular significance parades the scene in this film, based on a true-life novel by Frank B. Gilbreth, Jr. and Ernestine Gilbreth Carey. Rather it is a series of entirely natural and believable incidents which criss-cross the lives of this charming and wholesome family, bound by ties so strong that Webb's sudden death from a heart attack at once brings them even closer together.

The film is dominated by Webb whose performance is impeccable in its timing and delightful in its interpretation. Of necessity, everyone else shines in lesser light. But Miss Loy is most pleasing and a strong anchor. Jeanne Crain, as the oldest daughter, blossoming from childhood into refreshing young womanhood and her own problems of awakening romance, does a very nice job.

Producer Lamar Trotti also wrote the engaging script and Walter Lang directed with assurance and competence. Leon Shamroy at the Technicolor camera did magnificently.

Running time, 85 minutes. General audience classification. Release date, April, 1950. RED KANN

Paul Goodwin Brown, 'U' Board Member

Paul Goodwin Brown, 79, a director and executive committee member of Universal Pictures, who supervised the construction of many of the nation's important engineering projects, died Friday at his home in Palm Beach, Fla. Interment will be at Greenwood Cemetery in Brooklyn tomorrow.

German Quota

(Continued from page 1)

pendents who may not have licenses under the present allotment.

ECA is still waiting on approval of the German government for its film guaranty program for the first six months of 1949. About \$1,500,000 will be allotted to this program for the January-through-June period, with another \$1,500,000 probably to be allotted for the last six months of 1950.

RKO Short Subjects

(Continued from page 1)

ball Headliners of 1950," one titled "Basketball Headliners of 1951," four Edgar Kennedy re-issues and four Clark and McCullough re-issues.

In the one-reel classification will be 18 Disney Technicolor cartoons, six Disney Technicolor cartoon re-issues; 13 Sportsopes and 13 Screenliners.

Tax-Bill Drafting

(Continued from page 1)

proposals for excise reduction and loophole closing, with little discussion from members, and no voting. "If the pace doesn't pick up soon," one member says, "we won't even begin voting in committee until after the Easter recess." The House will take an Easter vacation from April 6 to 17.

'Van Gogh' Released By Canton-Weiner

The short subject "Van Gogh" which won an Academy Award as the best two-reel short subject of 1949, is being distributed nationally by Canton-Weiner. The Academy of Motion Picture Arts and Sciences announcement listed the film as being distributed by Cinema Distributors, which is a regional subsidiary of Canton-Weiner.

Group Selling

(Continued from page 1)

conference at the Hotel Astor here last Thursday that if exhibitors, under a possible plan, were to purchase pictures in groups prior to release and trade showings, they would have certain cancellation privileges.

This is in conformity with the Court's ruling which stipulated also that exhibitors who buy in groups are to be free to cancel 20 per cent of the pictures so purchased. Moreover, the Court set no limit on the number of pictures that may be sold in a group. It is up to 20th-Fox, therefore, as to how many will be included in individual groups and whether there will be uniformity of number for various groups.

The pictures may be licensed prior to trade-showing provided the cancellation right is made effective.

Meet to Avert Strike

(Continued from page 1)

international vice-president James J. Brennan has returned to New York by then from Vancouver, where the union's executive board met all last week. Brennan and executives of "IA" Motion Picture Home Office Employees Local No. H-63 previously held three meetings with Warner representatives before Stone.

NOW!

After TWO years in the making!

THE GREATEST STORY OF ALL TIME! SINNER OF MAGDALA

The Story of Christ and Mary Magdalene

starring

Medea de Novara

and a cast of thousands

~~~~~

A Portrayal of Unparalleled Love and Devotion  
in the history of mankind

A MESSAGE OF PEACE AND FAITH FOR EVERYONE  
REGARDLESS OF RACE or CREED


"... Wherefore I say unto thee, Her sins, which are many, are forgiven, for she loved much: but to whom little is forgiven, the same loveth little. And he said unto her, Thy sins are forgiven. Thy faith hath saved thee; go in peace."

St. Luke, Chapter VII, Verses 47, 48, 50.

Produced and directed by  
MIGUEL CONTRERAS TORRES

~~~~~

Palaces—Temples—Entire Cities—reproduced
lavishly and photographed with detailed
accuracy and reverence.

Complete English dialogue

Distributed by:

HISPANO CONTINENTAL FILMS, INC.

25 West 45th Street, New York 19, N. Y.

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PRE-SOLD TO MILLIONS! LIFE — POST — PHOTOPLAY — MAJOR RADIO NETWORKS!



HE LOOTED women's hearts!



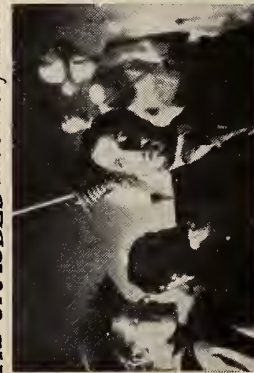
HE DEFIED a people's hate!



HE PLUNDERED an empire!



HE GRABBED life's every thrill!



HE SCORNFUL death unafraid!

"This has all the angles!"
—EXHIBITOR

"THE

BARON

Samuel Fuller's

"Wide audience appeal!"
—FILM DAILY

OF ARIZONA"

A ROBERT L. LIPPERT PRESENTATION

VINCENT PRICE
ELLEN DREW

with **BEULAH BONDI • VLADIMIR SOKOLOFF**
REED HADLEY • ROBERT BARRAT • TINA
ROME • ROBIN SHORT • MARGIA DEAN

Written and Directed by **SAMUEL FULLER**
Produced by **CARL K. HITTLEMAN**
Photographed by **JAMES WONG HOWE**
A Deputy Corporation Production
Released by Lippert Pictures, Inc.

Now on the screen! The tremendous true story of the schemer who stole the STATE OF ARIZONA and laid it at the feet of his beautiful bride... and became the most fascinating and infamous legend of our times. **THE GREATEST TRUE ADVENTURE EVER TOLD!**



*live
blic*
WOMEN fought for his kisses
MEN clamored for his life!

SEE IT! NOW! BOOK IT!

FIRST
IN
FILM
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 67. NO. 59

NEW YORK, U. S. A., TUESDAY, MARCH 28, 1950

TEN CENTS

Admission Tax Revenue Down 20%, US Admits

Decrease Hits Nearly \$5½-Million, Gov't Says

WASHINGTON, March 27.—The Bureau of Internal Revenue today gave the industry good ammunition in its fight for repeal of the admission tax.

The Bureau reported that general admission tax collections in February, reflecting January business, were down to \$21,431,143, 20 per cent below the \$26,907,384 collected in February 1949 and the lowest monthly total since the Bureau started making the general admission figures available in May, 1946. The year-to-year

(Continued on page 10)

Sullivan Urges Tax Contacts

OKLAHOMA CITY, March 27.—Signs are favorable for repeal of the excise tax, Gael Sullivan, Theatre Owners of America executive director told 300 exhibitors at the Oklahoma Theatre Owners convention today. Every exhibitor should see his Congressman during the Easter recess, Sullivan said, adding, "the battle is only half won; personal contacts during the Easter recess will win it all together."

Other speakers were Rep. Mike

(Continued on page 10)

Defer Georgia Meet; Va. Group Sets Date

Annual convention of the Motion Picture Theatre Owners and Operators of Georgia, originally scheduled for May 14-16, has been postponed to May 21-23, and will be held at the Biltmore Hotel, Atlanta, it was reported here yesterday by the Theatre Owners of America.

TOA reported also that the Virginia Motion Picture Theatre Association will hold its annual meeting at the Hotel Chamberlin, Old Point Comfort, Va., on June 19.

Coast Turnout to Start a Year's Attendance Drive

Urge Celebration To Mark Tax Cut

In its latest bulletin to exhibitor and distributor area chairmen, the taxation committee of the Council of Motion Picture Organizations reports the suggestion that a "T-Day" celebration be held when the Federal admission tax is cut or repealed, and to call to the attention of the theatre-going public that "Every Fifth Ticket Now Is Free."

It is suggested that the celebration be called "National Go to the Movies Week."

Johnson Again Hits Hollywood; Directs Fire at Rossellini

WASHINGTON, March 27.—Senator Edwin C. Johnson late tonight took the Senate floor to renew his attack on Hollywood's moral code.

While most of the current blast was directed at Roberto Rossellini and the "Stromboli" situation, Johnson promised he would soon follow up with speeches about "Hollywood and the narcotics menace."

Johnson described Rossellini variously as "an infamous Nazi collaborator," "a ruthless blood-sucking black-market operator," "a notorious cocaine addict," and an "associate of dope smugglers," and went on to again at-

(Continued on page 13)

Mendelssohn Plans Film-buying Service

INDIANAPOLIS, March 27.—Ted Mendelssohn has announced his resignation as Universal-International branch manager here to devote full time to his drive-in theatre interests at New Castle, Terre Haute and Princeton. He also plans to establish a film-buying-and-booking service for drive-ins. It is understood that he will remain at his U-I post until a successor is named.

LOS ANGELES, March 27.—A concerted attack on the public's attendance apathy by all exhibitors in the Los Angeles area will be launched in August with an all-industry parade as a "kickoff" feature and a co-ordinated public relations campaign continuing throughout the year, the Southern California Theatre Owners' Association's public-relations committee revealed following the organization's day-long invitational meeting at the Forum Theatre. Studios and film companies will be invited to contribute floats for the parade and lend other cooperation toward dramatizing the theme "Movies Are Better Than Ever."

Tradewide participation in a newspaper, radio and billboard institutional advertising campaign will be sought on a cost-sharing basis, with all circuit and independent exhibitors pooling ideas and efforts.

The plan, submitted to the meeting by Cecil Vinnicof, following week-long conferences with theatre publicity and advertising men, was unanimously approved by 300 showmen attending.

Ill. Allied Backing Attendance Drive

CHICAGO, March 27.—A city-wide campaign to induce theatre attendance is suggested by Allied Illinois, it was announced by Jack Kirsch, president. A committee has been studying the proposal for months and several ideas will be related at a luncheon-meeting Thursday which, in addition to Kirsch and members of the committee, will be attended by advertising-publicity heads of circuits in Chicago.

Proposed plan envisages a comprehensive

(Continued on page 10)

Texas Over Top 100% For 'Brotherhood'

First complete statewide report covering the 1950 "Brotherhood Week Drive" shows Texas surpassing its previous record by more than 100 per cent, it was announced here yesterday by Ted R. Gamble, national chairman of the Brotherhood Week Committee.

Texas was the first to complete its tabulation and report to the National Conference of Christians and Jews.

Ask Two-week Milwaukee First Runs

Towne Plan Would Force Divestiture of 2nd Runs

CHICAGO, March 27.—A proposed decree, designed to break up the Milwaukee zoning plan, and which would limit first runs to two weeks as in Chicago's Jackson Park decree, was filed today by attorney Thomas McConnell, in connection with the Towne Theatre, Milwaukee, suit, in which the plaintiff last month was awarded damages of \$1,295,878.

The proposed decree, for which Federal Judge John Barnes today granted defendants until April 10 to hear arguments, does not ask for divestiture of either the Fox or

(Continued on page 13)

Mild Income For NY Runs

Mild business continues at New York's first-runs this week. Box-office activity perked up at a few spots which opened with new shows but the overall income level is unimpressive.

"Yellow Cab Man" with George Paxton and Artie Dunn is doing fairly well at the Capitol, which drew about \$17,700 over Saturday and Sunday. The Capitol show might reach an estimated \$45,000 in its initial week. At the Strand, "Barricade," with

(Continued on page 3)

Pinanski to Meet Snyder on Bonds

BOSTON, March 27.—Samuel Pinanski, president of American Theatres Corp., national president of the Theatre Owners of America, and chairman of the Motion Picture Advisory Committee for the forthcoming savings bond campaign will meet with Secretary of the Treasury John W. Snyder in Washington on Wednesday along with other advisory board chairmen in an all-day conference. Secretary Snyder will be host to the group at a banquet to be given at the Hotel Mayflower in the evening.

1949 ACADEMY AWARDS ISSUE

WB Realigns Posts Abroad; Salberg Manager in France

Jacques Salberg, formerly supervisor of France, Belgium, Switzerland and North Africa, has been named general manager of France in a realignment of Warner personnel abroad, announced here yesterday by Joseph S. Hummel, European general manager. Salberg replaces Theophile Bellini, who has resigned, in the French post.

Bernard Kopel, district manager of Belgium, Switzerland and North Africa, has been appointed assistant to Salberg. North Africa will be supervised directly by Salberg and Kopel. Belgium and Switzerland, for the time being, will be under Hummel's direct supervision.

Following is the alignment of district managers in France: Joseph Rojko, supervision over Paris and Nantes; Joseph Florentin, Bordeaux, Lyons and Marseilles; Maurice Sason, Lille, Strasbourg and Toulouse.

Films Before NTFC Forum on Thursday

The fourth quarterly forum of the National Television Film Council will be held at New York's Hotel Astor on Thursday, it was announced by Melvin L. Gold, NTFC president. A full day of business sessions regarding films on television will be climaxed by a dinner-meeting in the evening at the Brass Rail Restaurant.

John H. Mitchell, sales manager for United Artists Television, will head a distribution forum at 10 A. M. At one P. M., a production forum headed by Henry Morely, president of Dynamic Films, will go into session. Robert M. Paskow, film director for station WATV, Newark, will be chairman of a television station forum.

Horowitz Rejoins Selznick Releasing

Sam Horowitz has rejoined the sales staff of the Selznick Releasing Organization as special sales representative for the Midwest, it was announced here by Sidney G. Deneau, SRO's sales vice-president.

Horowitz, who was formerly with SRO in the Midwest, will have headquarters in Chicago, where he will work with Tommy Thompson and Harry Mandell, present sales representatives in Kansas City and Chicago, respectively.

L. & G. Adds 31st House

HARTFORD, March 27.—The Lockwood and Gordon Theatres circuit, which operates 30 theatres in the New England area, has signed a lease with Theodore Zoli of Torrington, Conn., for the operation of the drive-in theatre now being constructed by Zoli on the Torrington-Winsted road. Car capacity of the project will be 600.

Meanwhile, the circuit has abandoned plans to build a \$75,000 drive-in in East Hartford, following refusal by the East Hartford Zoning Commission to change a zoning restriction.

Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., and **HUGH OWEN**, Paramount Eastern and Southern sales manager, left here yesterday for Atlanta.

MURRAY SILVERSTONE, president of 20th Century-Fox International, and **MRS. SILVERSTONE**, **PEGGY CUMMINS**, **VAN JOHNSON** and **MRS. JOHNSON** were among the passengers who arrived here yesterday from Europe on the *S. S. Queen Elizabeth*.

E. L. ORNSTEIN, operator of a circuit in Southern Indiana and Kentucky, and **MRS. ORNSTEIN** have left their home at Marengo, Ind., for a vacation tour of the South.

CHARLES SCHLAIFER, president of Charles Schlaifer and Co., has been elected a member of the board of governors of the Menniger Foundation, Topeka, Kan.

BERNARD J. GATES, Monogram International Latin America supervisor, is currently visiting Chili from Peru.

ED STEVENS, head of Stevens Exchanges, Atlanta, has returned there from a trip to New York.

FOSTER M. BLAKE, Universal-International Western sales manager, is in Chicago from New York.

SOLO SCHWARTZ, RKO Theatres vice-president, returned here yesterday from the Coast.

HAROLD MIRISCH, Monogram-Allied Artists vice-president, will leave Hollywood on April 5 for New York. He will sail from here on April 14 for a two-month's visit to Europe.

B. G. KRANZE, Film Classics sales vice-president, left here yesterday by plane for a 10-day tour of exchanges.

LEON GOLDBERG, Universal-International vice-president, will leave here tomorrow for the Coast.

T. J. DUNFORD has been promoted to the post of general production manager at Transfilm here.

JACK SOGG, M-G-M Cleveland branch manager, arrived here yesterday from that city.

ED LURIE, Monogram exploiter at Chicago, announced his resignation over the weekend.

PERRY LIEBER, RKO Radio studio publicity director, has left here for the Coast.

NICHOLAS NAYFACK, M-G-M producer, left here for the Coast yesterday.

JACK ELLIS, Ellis Films president, is vacationing in Florida.

Allvine Quits State Post; Will Produce

Glen Allvine has resigned as head of film and television activities of the New York State Department of Commerce and plans to produce films for commercial television. Acquisition of the television rights to "The 22 Brothers," published by Simon and Schuster and a Unicorn book club selection, is announced by Allvine.

Mesibov on 'Samson'

CHICAGO, March 27.—Sid Mesibov, Paramount's exploitation manager, has arrived here from New York to meet with Balaban and Katz executives in addition to Paramount fieldmen Walter Hoffman, Bob Kaufman and E. G. Fitzgibbon, to set up final plans for the promotion of "Samson and Delilah."

Winnipeg Board Elected

WINNIPEG, Manitoba, March 27.—New officers of the Winnipeg Film Board are: President, M. Nackimson; vice-president, S. Gunn; secretary, I. Levit; fire marshal, I. W. Blankstein; deputy fire marshal, A. Feinstein; credit committee, I. Levit, A. Feinstein and A. G. Levy.

Lopert to Meet Censors

Herman G. Weinberg, of Lopert Films here, will go to Columbus, Ohio, tomorrow to confer with the Ohio censors regarding the banning there of two Lopert releases, "It Happened in Europe" and "The Room Upstairs." He will return Friday.

FC Promotes Brown, Murry Greenbaum

Mannie Brown, manager of Film Classics' Omaha-Des Moines area exchange, has been transferred to head the Buffalo branch by B. G. Kranze, sales vice-president. He replaces Matthew Sullivan, who has resigned.

Murry Greenbaum has been named manager of Omaha-Des Moines, where he served under Brown as a salesman.

SIMPP Group to Meet

Foreign trade restrictions and domestic sales problems will be taken up by the distribution committee of the Society of Independent Motion Picture Producers at a luncheon-meeting at the 21 Club here today. Ellis G. Arnall, president, will preside. Some 15 producers' representatives and others will attend.

UA Hires Detectives

Employment of retired police detectives John P. Coleman and George E. Dunphy, formerly of the New York Police Department, as exploitation-publicity representatives for Harry Popkin's "D. O. A." was announced here yesterday by Howard LeSieur, director of advertising-publicity for United Artists, which is releasing the film.

Kissels Named Agents

COLUMBUS, O., March 27.—Ray and Mary Kissel have been named agents for Hallmark Productions in Oklahoma. He formerly managed the Ritz Theatre in Mansfield, O.

NEWS in Brief . . .

PHILIP MILES, exploitation director for Samuel Goldwyn Productions here, has resigned effective tomorrow, to join the Lynn Farnol office. Miles, who was with Goldwyn for a year and a half, worked under Farnol when he was Goldwyn's director of advertising and publicity.

Toronto, March 27.—The Canadian Broadcasting Corp. today issued an order prohibiting any further bingo games over radio stations in the dominion under the sponsorship of alleged charity organizations. The Motion Picture Theatres Association of Ontario had presented a brief opposing the radio games as unfair competition.

HOLLYWOOD, March 27.—The Motion Picture Industry Council has called a special meeting for tomorrow night at the Beverly Hills Hotel to hear an address by Motion Picture Association of America president Eric A. Johnston, who arrived here yesterday from Spokane for a week's stay.

Chicago, March 27.—Essaness circuit has acquired two drive-ins from the Fink and Gandell circuit in this territory; the North Avenue and Harlem Avenue drive-in theatres. Essaness also operate the Starlite outdoor and will open in May the Four Screen Drive-In.

NASHVILLE, March 27.—Work will begin April 1 on Crescent's new up-town theatre to be constructed in the rear of the Warner Building at a cost of \$663,000. Offices of Crescent Amusement Co. will be moved into the building on April 15.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY MILLAND - **ROSALIND RUSSELL**
EDMUND GWENN in
"A Woman of Distinction"
A Columbia Picture
SPECTACULAR STAGE PRESENTATION

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
BETTY LAMAR - VICTOR MATURE - GEORGE SANDERS
ANGELA LANSDOWN - HENRY WILCOXON
See the destruction of the Temple on the MAGIC CYCLOGRAPHIC SCREEN!
RIVOLI
5 WAY AT 4PM-5P

ALAN LADD
"CAPTAIN CAREY U.S.A."
co-starring WANDA HENDRIX
A MITCHELL LEISEN PRODUCTION
A Paramount Picture
PARAMOUNT
IN PERSON MEL TORME
ELLA FITZGERALD
SAM DONAHUE
and His Orchestra
JOHNNY MORGAN
VIC & ARNO
RAFAEL MENDEZ
Midnight Feature
Nightly

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Cantor on Air For UJA Drive

Speaking on a special Passover broadcast presented last night by the United Jewish Appeal over Station WOR, Eddie Cantor called for an interfaith drive on behalf of the Appeal during the Passover holiday on Saturday. The broadcast was also heard over the network of Mutual Broadcasting.

The broadcast was the second in a series of national network shows being presented by the UJA in connection with the spring phase of its 1950 campaign in 3,600 U. S. communities.

Rank at 'U' Board Meet

British producer and Universal board member J. Arthur Rank, who is visiting the U. S. from England, yesterday attended the regular meeting here of the "U" directors. Rank will leave New York tomorrow for Toronto. He expects to be in Chicago Monday, and in Los Angeles April 8.

NY 1st-Run Income

(Continued from page 1)

Count Basie and Billie Holiday on stage, is healthy enough with about \$45,000 indicated for the first week. "Buccaneer's Girl" promises to give the Criterion about \$12,000 in a mild first week.

"Francis" with the King Cole Trio and Ray McKinley's orchestra on stage is doing especially good at the Paramount, where an estimated \$62,000 is in view for a second and final week. The figure would probably warrant another week of "Francis," but the house had booking commitments, with "Captain Carey, U. S. A.," to open tomorrow.

'Cheaper' Due at Roxy

"Under My Skin" with the China Doll revue on stage might give the Roxy about \$40,000 in a dull second week; it will be followed by "Cheaper by the Dozen" on Friday. "Cinderella" has dropped a little at the Mayfair but is still doing good business, on an estimate of \$25,000 for the fifth week. "The Outlaw" should draw about \$11,000 in a so-so sixth week at the Globe. "The Third Man" is holding up fairly consistently at the Victoria, where an eighth week's take of \$20,000 is in prospect.

"Woman of Distinction" with a stage presentation is slipping to an estimated \$90,000 in a sluggish second week at the Music Hall; it will be replaced by "Daughter of Rosie O'Grady" on Thursday. "Three Came Home" might do \$12,000 in a modest fifth week at the Astor. "Tight Little Island" continues at a good clip at the Trans Lux, where \$5,500 is seen for the 13th week, representing an increase of about \$500 over the previous week.

"Samson and Delilah" still is drawing adequate income at the Rivoli, where \$12,000 is likely for the 14th week. The Rivoli's next feature will be "Comanche Territory," going in on April 7. At the Park Avenue, "The Astonished Heart" concluded its sixth week with an estimated \$4,200 on the books, which is not too strong. "A Run for Your Money" will be next at the Park Avenue, with a date as yet unset. "The Red Shoes" probably will wind up its 75th week at the Bijou with a gross of \$8,000, which represents good business.

The 1949 Academy Awards

THE Academy of Motion Picture Arts and Sciences Awards of Merit for 1949 give recognition to a wide area of



industry achievement and endeavor. Judging by public and critical reaction since the Awards were announced at the Pantages Theatre, Hollywood, last Thursday night, the citations have met with widespread approval among

friends of the motion picture.

There is a remarkably diversified film content, as well as a high scale of artistic and technical accomplishment, represented in the productions singled out for the Academy's highly prized Awards of Merit. The list of honored pictures, artists and artisans mirrors the variety of entertainment that production skills make available to the screens of the world in endless succession.

It is entertainment variety to match the tastes of the vast motion picture audience, ever-changing, ever to be won and held by the constant striving for excellence in new forms and new substance.

In virtually every instance Awards of Merit went to productions or contributions to productions which already had been acclaimed by the public for which they were made. That is the ultimate acclaim, of course, since without it further achievements would be impossible.

That the Academy's Awards of Merit were bestowed upon pictures and individual contributions thereto which already had been recognized and favored by theatre patrons, increased the popularity of the Awards in the public mind. There is reassurance and satisfaction in having one's personal tastes endorsed by professional recognition and approval.

By prior critical and laymen's acclaim, the choice of "All the King's Men," Robert Rossen's production for Columbia, and the companion awards to members of the production's company were citations which met with wide public agreement.

That the Awards of Merit included recognition in varying phases of so many other pictures which had been accepted appreciatively by the public is added testimony of a happy kinship between the production

community and the public.

Through distinguished contributions made to them, fine productions such as Paramount's "The Heiress," 20th Century-Fox's "Twelve O'Clock High" and "A Letter to Three Wives," MGM's "Battleground," "The Stratton Story," "Little Women," "On the Town" and "Nephtune's Daughter," Warners' "Adventures of Don Juan," Argosy-RKO's "She Wore a Yellow Ribbon," Screen Plays-United Artists' "The Champion," and others, were aided in sharing in their well-deserved acclaim.

The individual achievements of such as Broderick Crawford and Olivia de Havilland, for best performance by actor and actress, and by Joseph L. Mankiewicz, for best achievement in directing, are not only significant personal triumphs but also point up the excellence of the productions in which their citations were earned. In both respects, these and other awards are popular with theatre patrons who found their pictures so rewarding.

The only area for regret is that the limitations of the Academy's award classifications make it physically impossible to single out for its honors every outstanding production and contribution thereto. Many would have liked to have seen special awards for such pictures as "Pinky," "The Hasty Heart," "Sands of Iwo Jima," "Come to the Stable," "The Fallen Idol," and others.

It would be more satisfying to many if there were more places on Academy ballots in order that all of the good might come in for its share of commendation.

The Academy Awards at this time serve to remind us by their weight of evidence that production achievement continues on a lofty plane despite the imposition of financial restrictions, the rigidly enforced economies which the recently-disturbed motion picture markets have dictated.

Despite its economic unrest, Hollywood has delivered, and continues to deliver, the highest order of film entertainment in the world. For a reminder of how good it is, and how much of it there is, one needs only to glance at the Academy's Awards of Merit of 1949—and at the distinguished list of nominations for production achievement for which there were not enough citations to go around.

SHERWIN KANE

SAG Asks Directors' Aid to Cope with Film Unemployment

HOLLYWOOD, March 27.—The Screen Actors Guild is seeking the cooperation of studios and the Screen Directors Guild in providing wider employment for experienced actors in small supporting roles and in curtailment of the employment of newcomers, possible since the enactment of the Taft-Hartley Act, for "bit" parts. More than 80 inexperienced newcomers per month are hired for a day or two, SAG says, thus taking sorely-needed employment from its members.

Copies of SAG's appeal have been mailed to individual directors by SDG with the recommendation that steps be taken to solve the actors' unemployment problem by using experienced actors wherever possible in bit parts. Such action, SAG points out, would not curtail the "legitimate search for new talent, as distinguished from the casual new face" in minor roles.

Production Pace Remains Unchanged

HOLLYWOOD, March 27.—The production tally of 26 features in work remains unchanged. Eight were started and an equal number were completed.

Started were: "Hijacked," Lippert; "The Tender Hours," Metro-Goldwyn-Mayer; "Six Gun Mesa," Monogram; "Tripoli," Paramount; "The Golden Tide," Republic; "Stella," 20th Century-Fox; "Desert Hawk," Universal-International; "Tea for Two," Warner Brothers. Completed were: "Fuller Brush Girl" and "Prowl Car," Columbia; "Narcotic Agent," Eagle-Lion; "Pick-Up," Independent; "Bomba and the Last Volcano," Monogram; "My Friend Irma Goes West," Paramount; "Spy Ring," Universal-International; "Sugarfoot," Warner Brothers.

Mrs. Gertrude B. Gerard

HOLLYWOOD, March 27.—Funeral services for Mrs. Gertrude B. Gerard, wife of Monogram producer Barney Gerard, were held today at San Diego. Known on the stage as Gertrude Hayes, the former singer, actress and dancer, died Thursday at La Jolla following a lingering illness.

William C. Barrett

LOS ANGELES, March 27.—William C. Barrett, eighth vice-president of the IATSE, died suddenly in Vancouver, B. C., where he attended last week's meeting there of the "IA" executive board. Barrett made his headquarters in Los Angeles.

Dink Trout, 51

HOLLYWOOD, March 27.—Francis (Dink) Trout, 51, film and radio performer, died here last night after major surgery. He had appeared on the Dennis Day, Bob Hope and Jimmy Durante programs.

Mankiewicz Filming Here

Director Joseph Mankiewicz is in New York filming location scenes for 20th-Fox's "All About Eve" and on Thursday he will move his technical crew to New Haven.



"ALL THE KING'S MEN THE ACADEMY



BEST PICTURE

ROBERT ROSSEN'S

PRODUCTION OF "ALL THE KING'S MEN"



BEST ACTOR

BRODERICK CRAWFORD

("All The King's Men")



BEST

SUPPORTING ACTRESS

MERCEDES McCAMBRIDGE

("All The King's Men")

'S MEN" WINS MY AWARD!

—and top honors in every important poll!

New York Film Critics Circle, **Best picture** • New York Film Critics Circle, **Best actor**—**Broderick Crawford** • Associated Press, **Best picture** • Associated Press, **Best actor**—**Broderick Crawford** • Hollywood Foreign Correspondents, **Best picture** • Hollywood Foreign Correspondents, **Best direction**—**Robert Rossen** • Hollywood Foreign Correspondents, **Best actor**—**Broderick Crawford** • Hollywood Foreign Correspondents, **Best supporting actress**—**Mercedes McCambridge** • Hollywood Foreign Correspondents, **Best feminine newcomer**—**Mercedes McCambridge** • Screen Writers Guild, **Best written American drama**

— **Robert Rossen** • Robert Meltzer Award (Screen Writers Guild), **Robert Rossen** • San Francisco Critics Forum, **Best picture** • Look Magazine, **Best actor**—**Broderick Crawford** • Look Magazine, **Special award to newcomer**—**Mercedes McCambridge** • Look Magazine, **Year's best writing**—**Robert Rossen** • New York Newspaper Guild, **Best picture** • New York Foreign Language Press, **Best picture** • New York Foreign Language Press, **Best actor**—**Broderick Crawford** • New York Foreign Language Press, **Best direction**—**Robert Rossen** • New York Foreign Language Press, **Best writing**—**Robert Rossen**.



and **SELECTED AS THE BEST PICTURE
OF THE YEAR BY LEADING
NEWSPAPERS FROM COAST
TO COAST, INCLUDING N. Y.
DAILY NEWS, CHICAGO TRIBUNE,
WASHINGTON POST,
WASHINGTON STAR
AND MANY OTHERS**

Gratefully

BRODERICK CRAWFORD

With Special Thanks To

Harry Cohn

Robert Rossen

Maxwell Arnow

and

Al Melnick

BEST ACTOR

"ALL THE KING'S MEN"

C o l u m b i a



PARAMOUNT

**This Year's Winner of More
Academy Awards
Than Any Other Company,
Is Proud That**

WILLIAM WYLER'S
The Heiress

**Won More Academy Awards
Than Any Other Picture**

In behalf of the entire Paramount organization and the exhibitors who have played, will play or will set repeat engagements for this distinguished picture, we thank the Academy of Motion Picture Arts and Sciences. And we congratulate



OLIVIA de HAVILLAND

for the best performance by an actress

JOHN MEEHAN and HARRY HORNER

for the best art direction (black and white)



EMILE KURI

for the best set direction (black and white)

EDITH HEAD and GILE STEELE

for the best costume design (black and white)



AARON COPLAND

for the best musical scoring
of a dramatic picture



*Paramount
Congratulations Also to:*



CECIL B. DE MILLE

special award for pioneer leadership
in the motion picture field.



JACK EATON

best 1-reel short,
"Aquatic House Party"



TECHNICAL AWARD

Loren L. Ryder, Bruce H. Denney,
Robert Carr and Paramount
Sound Dept.



TECHNICAL AWARD

Charles R. Daily, Steve Csillag
and Paramount Engineering,
Editorial and Music Depts.

*Congratulations
to all of the*

ACADEMY
AWARD
WINNERS

EASTMAN FILM
BRULATOUR SERVICE

J. E. BRULATOUR, INC.
FORT LEE • CHICAGO • HOLLYWOOD

Technicolor Congratulates

ACADEMY AWARD WINNERS, 1949

For Supreme Achievement

● *Cinematography—Color*

"She Wore A Yellow Ribbon," Argosy Pictures,
RKO Radio (Color by Technicolor) Winton Hoch.

● *Art Direction—Color*

"Little Women," MGM (Color by Technicolor)
Cedric Gibbons and Paul Groesse. Set Decoration:
Edwin B. Willis and Jack D. Moore.

● *Costume Designing—Color*

"Adventures of Don Juan," Warner Bros. (Color
by Technicolor) Leah Rhodes.

● *Cartoon*

"For Scent-imental Reasons," Warner Bros.
Cartoons (Color by Technicolor) Edward Selzer,
producer.

● *Best Scoring of a Musical Picture*

"On the Town," MGM (Color by Technicolor)
Roger Edens and Lennie Hayton.

● *Best Original Song*

"Baby, It's Cold Outside" from "Neptune's Daughter,"
MGM (Color by Technicolor) music and
lyrics by Frank Loesser.

● *Documentary Short Subject*

"So Much for So Little," Warner Bros. Cartoons
(Color by Technicolor) Edward Selzer, Producer.

TECHNICOLOR

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HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

8,000 in Delaware Ask for Tax Cut

Washington, March 27.—Rep. J. Caleb Boggs (R. Del.) today told the House that he had received over 8,000 messages from citizens of Delaware urging repeal of the 20 per cent Federal admission tax, and that he had written Ways and Means Committee Chairman Doughton urging early action to at least reduce, if not repeal, the tax.

Boggs said that when the letters first started rolling in, he planned to answer each one individually, and had written to more than 500 constituents when "the volume of such requests became so great that it was no longer possible to write individual letters."

Sullivan Urges

(Continued from page 1)

Monroney, Oklahoma Democrat, Henderson Richey, M-G-M exhibitor relations head, and Leon Bamberger, RKO Radio sales promotion director, and Henry Wilcoxson.

Tomorrow's session will be entirely devoted to showmanship and discussion of the 20th Century-Fox showmanship plan, according to Morris Lowenstein, president. Speakers will be Sam Shain, 20th-Fox director of exhibitor relations, Pat McGee, head of Cooper Foundation Theatres, E. R. Slocum, El Reno, Okla., and Siebert Worley, Shamrock, Tex.

Admission Tax Revenue

(Continued from page 1)

drop was one of the sharpest on record. The monthly collection figures have been going down steadily since September 1949.

Collections in December, 1949, and January and February, 1950, reflecting business in November and December, 1949, and January, 1950, were almost nine per cent below the comparable three months a year earlier—\$82,854,816 against \$90,601,314. Representatives of the Council of Motion Picture Organizations, testifying before the House Ways and Means Committee, said that November, December, January and February were the four worst months for the industry since the end of the war. March tax collections, reflecting February business, will not be available until late next

month.

Industry officials in the past have attacked the general admission collection figures on several grounds. They claim they do not take into account the increase in the number of theatres, the rising costs of exhibition, and the fact that an increased take in sports, concerts or other events included in the general admission bracket might offset a very sharp drop in motion picture attendance. If these industry arguments are correct, then the situation is even worse than the official collection figures indicate.

Total admission tax collections in February, including roof garden and cabaret taxes and taxes on various leases and overcharges as well as general admission tax collections, amounted to \$24,520,393, compared with \$31,179,344 in February, 1949.

Additional Credit for Mexican Industry

MEXICO CITY, March 27.—Abelardo L. Rodriguez, Mexican industrialist and former President of the Republic, has created a financial institution, Crédito Cinematográfico Mexicano, S. A. The organization will function as a credit agency to assist the Mexican motion picture industry. Rodriguez declared: "Our work will be of a national character. We will protect, without exception, the interests of all the components of the motion picture industry and will attempt to satisfy the demands of the public and raise the level of production, for the good of the integrity and the dignity of Mexico."

Ill. Allied Backing

(Continued from page 1)

hensive campaign stressing the basic thought, "Go to Your Favorite Theatre . . . and Relax." The campaign will not mention any picture, theatre or distributor, but will be designed to re-establish the movie-going habit, incorporating many of the ideas advanced at the recent merchandising meeting conducted by 20th Century-Fox on March 8-9 in Chicago.

Ideas will be exchanged at the Thursday conference to form the basis for calling a city-wide exhibitors' meeting to launch the campaign, which is expected to utilize billboards, radio, television and other media.

45-City Promotional Drive Planned for 20th-Fox 'Cheaper'

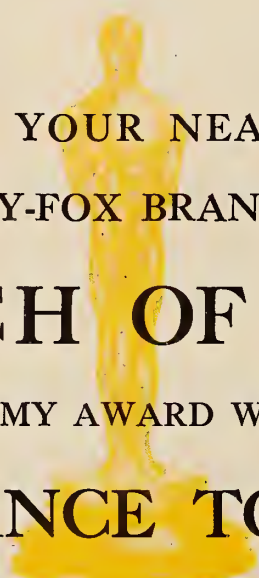
"An unprecedented nationwide promotional campaign featuring Jeanne Crain as 'star salesman' for Baby Foods has been inaugurated by Libby, McNeil and Libby and 20th Century-Fox to coincide with the April release of 'Cheaper by the Dozen,'" the company announced here yesterday. The campaign will center on 45 cities, while exploitation at local levels will be facilitated by timing special events and advertising with town-by-town playdates of the picture.

Agency to Supervise

The Chicago office of J. Walter Thompson will supervise the promotion, using "the most extensive media available": newspaper and magazine ads, radio 'plugs,' dealer material and direct mail. Day-time screenings have been arranged in each of the 45 cities for the 20th-Fox exchange manager or local exploitation representative, local Libby sales personnel, the exhibitor or his advertising manager and top local chain grocery or independent grocery merchandising representatives.

The meetings will be conducted by the 20th branch manager and by one of the eight Libby special delegates who will tour all 45 cities to address the gatherings. Format of the screening-meeting will call for a short talk on the planned promotion, the handing out of brochures and open forum discussions on ideas suggested in 20th-Fox's pressbook as well as the formulation of additional plans as the drive progresses.

CALL YOUR NEAREST
20th CENTURY-FOX BRANCH TO BOOK
MARCH OF TIME
ACADEMY AWARD WINNER
"A CHANCE TO LIVE"



Thank You Very Much

JOE MANKIEWICZ



BEST DIRECTION

and

BEST SCREENPLAY

"LETTER TO THREE WIVES"

20th Century-Fox

Thanks To All

MERCEDES McCAMBRIDGE

BEST SUPPORTING ACTRESS

"ALL THE KING'S MEN"

Columbia

Gratefully

DEAN JAGGER



BEST SUPPORTING ACTOR

"TWELVE O'CLOCK HIGH"

20th Century-Fox

Milwaukee

(Continued from page 1)

Warner downtown Milwaukee theatres, but in event of the court's approval, will in effect force divestiture of certain of the defendants' key outlying houses through a stipulation sought by the decree.

This portion states that all defendants, including affiliated and non-affiliated distributors, be prohibited from licensing films to the so-called "deluxe" outlying houses during such time as they are owned, managed by any defendant or any successor, affiliated or subsidiary company of any defendant. Theatres named are the Mojiska, Uptown, Garfield, Paradise (Fox), Granada (Warner), Oriental, Tower (St. Cloud Amusement) and the Avalon (Sullivan).

Subsequents Are Key Houses

The latter three houses, however, are not defendant theatres, and in effect, would not be subject to the restriction of playing only non-defendant product, but are named to prevent defendants from buying those theatres. It is these key outlying houses which are the nub of the present Milwaukee plan, and which control the releasing and clearance set-up in the subsequent run situations. These theatres normally play product immediately after the downtown run, holding clearance over later runs.

The proposed decree enjoins defendants from setting minimum admissions prices; from playing first run films downtown for longer than two weeks and in subsequent runs for

Review

"The Whipped"

(Hal E. Chester-United Artists)
UNDER Cyril Endfield's incisive direction, Dan Duryea renders in this Hal E. Chester production an engrossing portrayal of an unprincipled newspaper reporter who thinks nothing of turning a hot story into a fast dollar. It is the sort of role that has cornered myriad fans for the actor. Again he's the sly, ruthless heel. This time, however, there is a new twist: Duryea is regenerated. Faced with an assortment of underworld and upper-crust enemies whose villainy he finds hard to stomach, the cynical, predatory newsman finally turns heroic. Fact that he becomes smitten with pretty small-town newspaper owner Gale Storm also has a lot to do with his about-face.

"The Whipped" supports a sizeable array of reputable acting talent, and this should give it stature in the eyes of the paying customers. In addition to the two aforementioned, there are Herbert Marshall, Howard DaSilva and Michael O'Shea. Each has a role that fits becomingly.

Henry Blankfort's screenplay, based on a Craig Rice story, has Duryea fired from a big-city daily for an unethical news report that blacklists him with every paper in town. He proceeds to use a payoff from mobster DaSilva to buy an interest in Miss Storm's village paper. The little suburban community becomes the storm center of racial controversy that divides the white citizenry when a Negro maid is accused of murdering her employer, the daughter-in-law of one of the big city's newspaper publishers. Over the protest of Miss Storm, a long-time friend of the Negress, Duryea exploits the maid's apparent guilt in an attempt to bring in added revenue to the paper and to himself. The actual murderer is revealed early to the audience to be the dead woman's feckless husband whose father, publisher Marshall, is prepared to go to almost any extreme to prevent the exposure of the family name to scandal, his contempt for his son notwithstanding. These circumstances throw all concerned, including Duryea, at the mercy of blackmailing DaSilva. A few dabs of physical violence then prepare the picture for a finale wherein justice and romance triumph. In supporting roles are Mary Anderson, Gar Moore, Melville Cooper, Frieda Inescort, Art Baker and others.

Running time, 90 minutes. General audience classification. Release date, June 3.

more than one week; forbids clearance or "dead" time between the conclusion of the first run and the next succeeding run, except that 10 days may be allowed to book and set the pictures on films which play no more than one week on first run.

A hearing was held today to settle McConnell's attorney's fees for which he is asking \$250,000, or 20 per cent of the damages awarded Towne. Judge Barnes deferred a decision.

Johnson

(Continued from page 1)

tack RKO for its advertising of "Stromboli" and to attack the industry in general for permitting it and for attacking the Johnson licensing bill.

"I regret to say," he declared, "that the American motion picture industry, which contributed so much so quickly to the war effort and which rallies so whole-heartedly to every good cause, has a blind spot on the morals question."

Johnson still hopes to have hearings on his bill start April 17 or 18. He says he'll be ready to talk early next week about a revised version of the bill, which will probably drop or relax the sections requiring licensing of individual producers or actors or actresses.

After charging Rossellini with being a drug addict and associating with an international gang of dope runners, Johnson said that it was this gang that is "credited with being the pipeline through which the supply of narcotics currently is smuggled into Hollywood from Communist sources in China," and promised that he would have "more, much more," to say about Hollywood and the narcotics situation at a later date.

New Chakeres Corp.

CINCINNATI, March 27.—The Regent-State Corp., of Springfield, operating five houses, has been dissolved and Springfield Theatres Co. has been organized to replace it. Michael H. Chakeres, city manager of the previous company heads the new company.

FOR THE BEST TWO-REEL SHORT SUBJECT

Congratulations

GASTON DIEHL
ROBERT HAESSENS

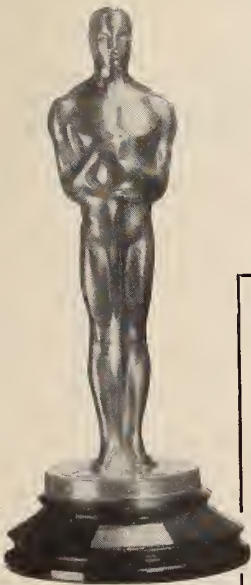
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"VAN GOGH"

First of a distinguished series
of screen plays by

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A
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Now in Release:
"VAN GOGH"
In Preparation
for 1950 Release:
"GAUGUIN"
"PICASSO"
"GRANT WOOD"
"RENOIR"
"EDWARD
HOPPER"
"TOULOUSE-
LAUTREC"

In Heartfelt Appreciation

JEAN HERSHOLT

SPECIAL AWARD

For outstanding work as president of the Motion Picture Relief Fund for the past 12 years, and other distinguished Achievements in behalf of the picture industry.

My Thanks

WILLIS H. O'BRIEN



BEST SPECIAL EFFECTS

The ARKO Productions'
"MIGHTY JOE YOUNG"
RKO - RADIO

My Thanks

EDITH HEAD



BEST COSTUME DESIGNING

(Black and White)
"THE HEIRESS"
Paramount

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
Mar. 5	(Mar. Releases) THE THIRD MAN Joseph Cotton Vali D-104 min. (Rev. 1/31/50)	(Mar. Releases) GLASS MOUNTAIN Valentina Cortesa M-D-90 min. (Rev. 1/13/50)	NANCY GOES TO RIO (Color) Ann Sothern Jane Powell M-D-89 min. (Rev. 2/2/50)	OVER THE BORDER Johnny Mack Brown O	(Mar. Release) PAID IN FULL Robert Montgomery D-105 min. (Rev. 12/22/49)	FEDERAL AGENT AT LARGE Dwight Dillard Robert Rockwell D-60 min. (Rev. 3/21/50)	CINDERELLA (Disney Feature) 74 min. (Rev. 12/13/49)	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire D-86 min. (Rev. 2/1/50)	GREAT PLANE ROBBERY Tom Conway Margaret Hamilton (Rev. 3/9/50)	(Mar. Releases) THE KID FROM TEXAS Audie Murphy D-78 min. (Rev. 2/23/50)	YOUNG MAN WITH A HORN Kirk Douglas Lauren Bacall D-113 min. (Rev. 2/8/50)	FALLER IDOL Randy Davidson D-94 min. (Rev. 10/4/49) (Release: March) THE THIRD MAN Joseph Cotton Vali D-104 min. (Rev. 1/31/50) (Release: March)
Mar. 12	(Mar. Releases) THE PALOMINO Jerome Cowand O-83 min. (Rev. 2/2/50)	THE GREAT RUPERT Jimmy Durante Tom Drake C-87 min. (923) (Rev. 12/30/49)	BLACK HAND Gene Kelly D-93 min. (Rev. 1/19/50)	KILLER SHARK Roddy McDowell D	(Mar. Release) PAID IN FULL Robert Montgomery D-105 min. (Rev. 12/22/49)	SIERRAS Roy Rogers D-67 min. (Rev. 3/21/50)	TARZAN AND THE SLAVE GIRL Lex Barker D-74 min. (Rev. 3/21/50)	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire D-86 min. (Rev. 2/1/50)	QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50)	BUCCANEER'S GIRL Yvonne DeCarle Philip Friend D-77 min. (Rev. 3/1/50)	PERFECT STRANGERS Ginger Rogers Dennis Morgan D-88 min. (Rev. 2/23/50)	FOUR DAYS' LEAVE Carmel Wise D-98 min. (Rev. 3/23/50) (Release: March)
Mar. 19	BLONDIE'S HERO Penny Singleton Arthur Lake C-67 min. (Rev. 1/13/50)	THE GOLDEN GLOVES STORY James Dunn Kay Westfall D-— (Rev. 1/13/50)	CONSPIRATOR Robert Taylor Elizabeth Taylor D-87 min. (Rev. 2/7/50)	SQUARE DANCE Jim Davis Vera Vague	HOUSE BY THE RIVER Louis L. Lomax D-88 min. (Rev. 3/24/50)	TARZAN AND THE SLAVE GIRL Lex Barker D-74 min. (Rev. 3/21/50)	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire D-86 min. (Rev. 2/1/50)	UNDER MY SKIN John Garfield Michelle Prelle (Rev. 3/10/50)	QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50)	OUTSIDE THE WALL Marlyn Maxwell Richard Basehart (Rev. 2/6/50)	PERFECT STRANGERS Ginger Rogers Dennis Morgan D-88 min. (Rev. 2/23/50)	THE WIND IS MY LOVER Vivica Lindfors D (Release: March)
Mar. 26	THE FIGHTING STALLION Bill Edwards Doris Merrick D-62 min. (Rev. 2/24/50)	THE FIGHTING STALLION Bill Edwards Doris Merrick D-62 min. (Rev. 2/24/50)	YELLOW CAB Red Sutton Gloria De Haven C-85 min. (Rev. 2/17/50)	SQUARE DANCE Jim Davis Vera Vague	CODE OF THE SILVER SAGE Alan Rocky Lane O	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire D-86 min. (Rev. 2/1/50)	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire D-86 min. (Rev. 2/1/50)	UNDER MY SKIN John Garfield Michelle Prelle (Rev. 3/10/50)	QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50)	OUTSIDE THE WALL Marlyn Maxwell Richard Basehart (Rev. 2/6/50)	PERFECT STRANGERS Ginger Rogers Dennis Morgan D-88 min. (Rev. 2/23/50)	THE WIND IS MY LOVER Vivica Lindfors D (Release: March)
April 2	(April Releases) WOMAN OF DISTINCTION Rosaling Russell Ray Milland C-D-85 min. (Rev. 2/24/50)	THE PERFECT WOMAN Patricia Rea Stanley Clements D (Rev. 12/23/49)	SIDE STREET Farley Granger Cathy O'Donnell D-83 min. (Rev. 12/23/49)	GUN ROAR IN ROCKHILL Whip Wilson O	(April Releases) RIDING HIGH Bing Crosby Doris Gray D-M-107 min. (Rev. 1/10/50)	THE CAPTURE Teresa Wright Lew Ayres D	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire D-86 min. (Rev. 2/1/50)	UNDER MY SKIN John Garfield Michelle Prelle (Rev. 3/10/50)	QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50)	OUTSIDE THE WALL Marlyn Maxwell Richard Basehart (Rev. 2/6/50)	PERFECT STRANGERS Ginger Rogers Dennis Morgan D-88 min. (Rev. 2/23/50)	THE WIND IS MY LOVER Vivica Lindfors D (Release: March)
April 9	(April Releases) WOMAN OF DISTINCTION Rosaling Russell Ray Milland C-D-85 min. (Rev. 2/24/50)	THE PERFECT WOMAN Patricia Rea Stanley Clements D (Rev. 12/23/49)	SIDE STREET Farley Granger Cathy O'Donnell D-83 min. (Rev. 12/23/49)	GUN ROAR IN ROCKHILL Whip Wilson O	(April Releases) RIDING HIGH Bing Crosby Doris Gray D-M-107 min. (Rev. 1/10/50)	THE CAPTURE Teresa Wright Lew Ayres D	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire D-86 min. (Rev. 2/1/50)	UNDER MY SKIN John Garfield Michelle Prelle (Rev. 3/10/50)	QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50)	OUTSIDE THE WALL Marlyn Maxwell Richard Basehart (Rev. 2/6/50)	PERFECT STRANGERS Ginger Rogers Dennis Morgan D-88 min. (Rev. 2/23/50)	THE WIND IS MY LOVER Vivica Lindfors D (Release: March)
April 16	(April Releases) WOMAN OF DISTINCTION Rosaling Russell Ray Milland C-D-85 min. (Rev. 2/24/50)	THE PERFECT WOMAN Patricia Rea Stanley Clements D (Rev. 12/23/49)	SIDE STREET Farley Granger Cathy O'Donnell D-83 min. (Rev. 12/23/49)	GUN ROAR IN ROCKHILL Whip Wilson O	(April Releases) RIDING HIGH Bing Crosby Doris Gray D-M-107 min. (Rev. 1/10/50)	THE CAPTURE Teresa Wright Lew Ayres D	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire D-86 min. (Rev. 2/1/50)	UNDER MY SKIN John Garfield Michelle Prelle (Rev. 3/10/50)	QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50)	OUTSIDE THE WALL Marlyn Maxwell Richard Basehart (Rev. 2/6/50)	PERFECT STRANGERS Ginger Rogers Dennis Morgan D-88 min. (Rev. 2/23/50)	THE WIND IS MY LOVER Vivica Lindfors D (Release: March)
April 23	(April Releases) WOMAN OF DISTINCTION Rosaling Russell Ray Milland C-D-85 min. (Rev. 2/24/50)	THE PERFECT WOMAN Patricia Rea Stanley Clements D (Rev. 12/23/49)	SIDE STREET Farley Granger Cathy O'Donnell D-83 min. (Rev. 12/23/49)	GUN ROAR IN ROCKHILL Whip Wilson O	(April Releases) RIDING HIGH Bing Crosby Doris Gray D-M-107 min. (Rev. 1/10/50)	THE CAPTURE Teresa Wright Lew Ayres D	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire D-86 min. (Rev. 2/1/50)	UNDER MY SKIN John Garfield Michelle Prelle (Rev. 3/10/50)	QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50)	OUTSIDE THE WALL Marlyn Maxwell Richard Basehart (Rev. 2/6/50)	PERFECT STRANGERS Ginger Rogers Dennis Morgan D-88 min. (Rev. 2/23/50)	THE WIND IS MY LOVER Vivica Lindfors D (Release: March)
April 30	(April Releases) WOMAN OF DISTINCTION Rosaling Russell Ray Milland C-D-85 min. (Rev. 2/24/50)	THE PERFECT WOMAN Patricia Rea Stanley Clements D (Rev. 12/23/49)	SIDE STREET Farley Granger Cathy O'Donnell D-83 min. (Rev. 12/23/49)	GUN ROAR IN ROCKHILL Whip Wilson O	(April Releases) RIDING HIGH Bing Crosby Doris Gray D-M-107 min. (Rev. 1/10/50)	THE CAPTURE Teresa Wright Lew Ayres D	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire D-86 min. (Rev. 2/1/50)	UNDER MY SKIN John Garfield Michelle Prelle (Rev. 3/10/50)	QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50)	OUTSIDE THE WALL Marlyn Maxwell Richard Basehart (Rev. 2/6/50)	PERFECT STRANGERS Ginger Rogers Dennis Morgan D-88 min. (Rev. 2/23/50)	THE WIND IS MY LOVER Vivica Lindfors D (Release: March)
May 7	(May Releases) NO SAD SONGS FOR ME Margaret Sullivan Wendell Corey D	(May Releases) NO SAD SONGS FOR ME Margaret Sullivan Wendell Corey D	PLEASE BELIEVE ME Deborah Kerr Robert Walker C-88 min. (Rev. 3/9/50)	WEST OF WYOMING Johnny Mack Brown O-57 min.	(May Release) NO MAN OF HER OWN Barbara Stanwyck John Lund (Rev. 2/21/50)	HILLS OF OKLAHOMA Rex Allen O	THE WOMAN ON PIER 13 Laurie Day D-73 min. (Rev. 3/21/49)	(May Releases) A TICKET TO TOMAHAWK Anne Baxter Dan Dailey D	JOHNNY ONE EYE Dolores Moran Wayne Morris Pat O'Brien D-78 min.	(May Releases) COMANCHE TERRITORY (Color) Maureen O'Hara Macdonald Carey D-79 min.	THE DAUGHTER OF ROSIE O'Grady (Color) June Haver Gordon Macrae M-104 min. (920)	BARON OF ARIZONA Vincent Price D-93 min. (Rev. 2/8/50) (Release: 3/4)
May 14	(May Releases) FORTUNES OF CAPTAIN BLOOD Louis Hayward D	(May Releases) FORTUNES OF CAPTAIN BLOOD Louis Hayward D	SHADOW ON THE WALL Ann Sothern Zachary Scott D-86 min. (Rev. 3/10/50)	WEST OF WYOMING Johnny Mack Brown O-57 min.	(May Release) NO MAN OF HER OWN Barbara Stanwyck John Lund (Rev. 2/21/50)	HILLS OF OKLAHOMA Rex Allen O	THE WOMAN ON PIER 13 Laurie Day D-73 min. (Rev. 3/21/49)	(May Releases) A TICKET TO TOMAHAWK Anne Baxter Dan Dailey D	JOHNNY ONE EYE Dolores Moran Wayne Morris Pat O'Brien D-78 min.	(May Releases) COMANCHE TERRITORY (Color) Maureen O'Hara Macdonald Carey D-79 min.	THE DAUGHTER OF ROSIE O'Grady (Color) June Haver Gordon Macrae M-104 min. (920)	BARON OF ARIZONA Vincent Price D-93 min. (Rev. 2/8/50) (Release: 3/4)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

GIVE YOUR SCREEN
THE BIG LIFT
GIVE YOUR PATRONS
THE BIG LIFT
GIVE YOUR BOXOFFICE

THE BIG LIFT
THERE'S NEVER BEEN A PICTURE LIKE IT!



There's No Business Like **20th** *Century-Fox Business!*
CENTURY-FOX

FIRST
IN
FILM
NEWSMOTION PICTURE
DAILYAccurate
Concise
and
Impartial

VOL. 67. NO. 60

NEW YORK, U.S.A., WEDNESDAY, MARCH 29, 1950

TEN CENTS

TIME TO
FIGHT BACK

SENATOR Edwin C. Johnson, who, two weeks ago to the accompaniment of an ill-natured and far-ranging attack on Hollywood and motion picture people, introduced a bill to require Federal licensing of motion pictures, producers, distributors and stars, took the privileged floor of the United States Senate again on Monday to continue his assault more intemperately than he began it.

Giving voice to scandal, slander and vituperation, the Colorado Senator who would police the morals of the motion picture and its people, threatened an expose, later on, of what he termed the "Hollywood narcotics story."

Johnson's latest attack was as irresponsible, factually wide-of-the mark and unreasoned as was his first.

He continues to charge Hollywood with responsibility for the personal behavior, at home and abroad, of those who work for it, and to denounce an entire industry for the transgressions of the few.

To do so, quite patently, is as unfair as it would be if the American people were to denounce and vilify the whole Congress of the United States for the vagaries of its May's and Thomas's.

There is something nauseating about the Johnson incident. The very intemperance of the Senator's language brands him as surely as would a hot iron with the stigma of hate. No man of good intent or forthright motive spews venom as does he.

From such as Johnson, once he goes on to his "Hollywood narcotics story," the industry may expect the worst. Foul ashes of old scandals, possibly exhumed from the columns of sensation-seeking tabloids, will be raked over and branded "Hollywood." Lacking new ammunition, he will not hesitate to range far afield—nor into the depths.

The industry had best be looking to its defense.

SHERWIN KANE

Justice Frankfurter Said
Films Can Be 'Regulated'TOA's Bid in
On Arbitration

Theatre Owners of America has made its formal bid to the presidents of the distribution companies for the initiation of conferences to determine whether the industry wants an arbitration system and whether an acceptable system can be evolved.

It was revealed here yesterday that TOA president Samuel Pinanski has sent letters to the presidents asking that the conferences be started by the companies. Early this month the TOA executive committee, meeting in New

(Continued on page 6)

WASHINGTON, March 28.—Proponents of Federal and state censorship of films are laying heavy stress on little-known remarks of U. S. Supreme Court Justice Felix Frankfurter in an opinion written early last year that films have always been "constitutionally regulated."

Frankfurter's remarks figure prominently in a legal memo prepared for Senator Ed Johnson as to the constitutionality of his film licensing proposal. The memo points out that while Justice Douglas' remarks in the Paramount trust case point one way, Justice Frankfurter's go just as strongly in the opposite direction—and came later.

The remarks of both Douglas and Frankfurter were "dicta"—extra observations thrown in and not bearing

(Continued on page 7)

TREASURY ASKS FILM INDUSTRY
TO SPEARHEAD 1950 BOND DRIVE

At the request of U. S. Secretary of the Treasury John W. Snyder, the motion picture industry will once again spearhead the promotional and publicity activities of the government's annual savings bond campaign, which this year will run from May 15 to July 4.

Arthur A. Schmidt, director of advertising-publicity for Columbia Pictures, has been appointed chairman of the motion picture industry's advertising-publicity committee for the "Independence Saving Bond Campaign," it was announced yesterday by Samuel Pinanski, New England circuit operator, who heads the industry's Na-

(Continued on page 7)

Breen 'Thief'
Ruling Upheld

Production Code Administrator Joseph I. Breen yesterday was upheld by the board of the Motion Picture Association of America in his decision not to issue a seal of approval to the Italian-made picture, "The Bicycle Thief," in its present form.

The board voted for the issuance of a certificate of approval to the picture

(Continued on page 5)

MPAA Appears to Be Agreed
Ascap Demands Will Not Be Tough

Copyright committee of the Motion Picture Association of America took up the Ascap consent decree at a meeting here yesterday and while the subject was discussed in general terms, members of the group appeared to be agreed that Ascap cannot afford to be too demanding in the music rates which producers must pay.

One committee member expressed the view that the "Society has learned its lesson" and is not in a position to ask excessive fees for public-performance of its catalogue.

Yesterday's session was devoted primarily to an exchange of views on interpretation of the various provisions of the Ascap consent judgment. Edwin Kilroe, chairman of the MPAA committee, presided.

It was pointed out that the decree enjoins Ascap from exacting "unreasonable" license fees and if licensees feel reasonable fees are not available they can apply to the court for relief.

20th-Fox Asks
60-Day Stay of
DivorcementWarner Is Expected to
File for the Same Delay

Twentieth Century-Fox yesterday asked the U. S. Statutory Court here for a 60-day stay of its three-year divorce order. A hearing on the application has been set for Friday in Judge Augustus N. Hand's chambers.

Although it has yet to file a formal application, Warner also is expected to make the same request to the court.

Strategy behind the move is to give both companies added time to negotiate consent decrees with the government, it is understood, and, in the event settlement prospects begin to fade, neither of the two would be bound by the 60-day limitation on filing appeals with the U. S. Supreme Court.

Loew's already has received a 60-day stay of the decree, which was dated Feb. 8, but with definite intentions of appealing. When the actual appeal

(Continued on page 6)

UK Says No Cut in
1950 Film Imports;
Americans Unsure

LONDON, March 28.—Although the British government, in an economic White Paper issued here today, outlined plans for cutting the dollar drain in 1950 by a further 26 per cent reduction of imports, Sir Stafford Cripps, Chancellor of the Exchequer, said "no reduction in the number of American or other foreign films is to be expected."

American executives here comment-

(Continued on page 10)

K-MTOA Stresses
Role in Community

KANSAS CITY, March 28.—The motion picture theatre as the community center of its town, and the exhibitor as an active participant in civic affairs were emphasized objectives at the spring meeting of the Kansas-Missouri Theatre Owners Association at the Phillips Hotel here today.

Exhibitors told of giving or renting

(Continued on page 4)

Personal Mention

MERVYN LEROY, M-G-M producer-director, is due here from Hollywood today. He will sail for England and Rome on Friday on the *Nieuw Amsterdam*.

DANNY KAYE and MRS. KAYE, IRENE DUNNE, REX HARRISON, MICHELE MORGAN, and JORGE NEGRETE and MRS. NEGRETE are among the screen personalities who will leave here for Europe tonight on the *S. S. Queen Elizabeth*.

LYNN FARNOL will leave here tomorrow for Bermuda to visit the HOWARD CULLMANS on business, returning to New York on Monday.

BLANCHE LIVINGSTON, in charge of publicity for RKO's out-of-town theatres, will fly from New York to Europe for a vacation on Friday.

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here today for Charlotte and Atlanta.

PAULETTE GODDARD, and MRS. LEWIS MILESTONE, wife of the producer, are due here from Europe tomorrow on the *S.S. America*.

BERNIE EVENS, M-G-M exploiteer in Kansas City, has arrived here for conferences with DAN S. TERRELL, exploitation head.

LEON J. BAMBERGER, RKO Radio sales promotion manager, will return here Friday from Oklahoma City.

C. EDWARD CARRIER of Hollywood Enterprises, Inc., has returned here from Chicago.

Jules Levey Resumes Production Activities

Jules Levey has resumed production-distribution activities here with the acquisition of distribution rights for all English-speaking countries to "Fabiola," Italian-made feature starring Michele Morgan.

Inactive in production for the past year and a half, Levey, who recently returned from a four-month tour of Europe, is now supervising the preparation of an English version.

Lipton Extends Confabs

David A. Lipton, Universal-International advertising-publicity director, has postponed his planned return from New York to California to participate in a series of meetings with his Eastern advertising-publicity executives and with Al Horwits, studio publicity director now in New York, on a campaign for "The Sleeping City."

Haight Joins Butterfield

DETROIT, March 28.—Loyal Haight, former head of concessions for Paramount out of New York, has joined the Butterfield Circuit here in the same capacity. The circuit operates 113 theatres in lower Michigan.

Eight Ascap Board Members Reelected

Eight incumbent members of the board of the American Society of Composers, Authors and Publishers have been reelected, it was disclosed here yesterday by Mark David, chairman of the committee on elections.

Continued in office were Irving Caesar, Frank H. Connor, Abe Olman and Lester Santly, all publisher members, and Stanley Adams, Otto A. Harbach, Edgar Leslie and Deems Taylor, of the writer group.

NLRB to Hear 'IA'-SOPEG

Representatives of the IATSE Motion Picture Home Office Employees Local No. H-63 and the Screen Office and Professional Employees Guild are scheduled to appear Friday before National Labor Relations Board officials here for a formal hearing to decide whether an NLRB election should be held to determine which union should be the bargaining agent for the "white collar" employees of the Monogram exchange here.

The "IA" local has filed a petition with the NLRB for an election, and claims that although Monogram employees have been affiliated with SOPEG all have signed cards designating H-63 as bargaining agent.

During the past two years the "IA" local has won away from SOPEG its units at United Artists, Republic, Paramount-International and DeLuxe Laboratories. Russell Moss, H-63 executive vice-president, has indicated that the local intends to continue its campaign to win over other SOPEG strongholds.

Swanson to Tour for 'Sunset Boulevard'

Gloria Swanson has been retained by Paramount for about six weeks of intensive publicity work here in connection with "Sunset Boulevard" by Max E. Youngstein, director of advertising-publicity. The picture co-stars Miss Swanson with William Holden.

Following completion of the New York stint, Miss Swanson will go on a nationwide promotional tour on behalf of the picture. A projected 31-city tour has been set back six weeks.

Army, Air Force Aid 'Captain Carey' Here

Paramount Pictures, in cooperation with the U. S. Army and Army Air Force, has arranged an exploitation stunt tying in with the opening of "Captain Carey, U.S.A.," at the Paramount Theatre here today, the military forces using the promotion of the new Alan Ladd starrer to stimulate their recruiting campaigns in the New York area.

See Brewer Slated For Vacant IATSE Vice-Presidency

Roy M. Brewer, chairman of the Hollywood AFL Film Council, is viewed in union circles here as the "logical" successor to the eighth vice-presidency of the IATSE, the post held by William C. Barrett at the time of his death last Monday. Barrett made his headquarters in Los Angeles, as does Brewer.

The post is expected to remain vacant until the holding of elections at the "IA" biennial convention which, it was disclosed yesterday, will be held on Aug. 14-18 in Detroit. At that time elections will be held for all offices. "IA" international president Richard F. Walsh is certain to run for reelection, it is said.

The "IA's" position on the proposal that industry-wide company-sponsored pension plans be adopted is scheduled to be revealed at the convention. Walsh, at the 1948 convention, was empowered to survey pension possibilities and report to the 1950 gathering.

Requiem Mass Today For William Barrett

LOS ANGELES, March 28.—Requiem Mass for the late William C. Barrett, eighth vice-president of the IATSE, will be held tomorrow in Sacred Heart Church here. International president Richard F. Walsh will head the "IA" delegation at the funeral.

Barrett died Monday morning in a Los Angeles hospital following a heart attack after he had returned only two days before from a meeting of the "IA" executive board at Vancouver.

Albert Senft Again Heads Cinema Lodge

Albert A. Senft, head of Sterling Sign, was elected president of New York's Cinema Lodge of B'nai B'rith for a third term in an election meeting at the Hotel Astor here last night. Senft was president during 1944-45 and 1945-46 and is the only president to hold office more than one year.

Elected as a vice-president in addition to those originally nominated was Robert K. Shapiro, manager of the Paramount Theatre. Other vice-presidents elected were Alan Corelli, Harold L. Danson, Leo Jaffe, Milton Livingston, Louis A. Novins, and Arthur H. Schwartz. Jack H. Hoffberg was re-elected treasurer; Mortimer Abrams was elected secretary, and Saul E. Rogers, retiring president, was elected chaplain.

Elected to a newly-formed board of trustees were Samuel Rinzler, Julius Collins, Max B. Blackman, Marvin Kirsch, Fred Schwartz and Al Wilde. Senft announced an expanded executive committee to also include Lou Brandt, Martin Levin, Bernard Goodman, Larry Morris, Seymour Meyer and Hugo Kessler.

Installation of officers will be held on April 25.

Newsreel Parade

THE Academy Awards presentation and the Grand National Handicap are current newsreel highlights. Other items include international developments, Sweepstakes winners and sports. Complete contents follow:

MOVIE TONE NEWS, No. 26—Academy Award presentations in Hollywood. U. S. landmarks seen in miniature at Japanese fair. The Grand National. Sweepstakes winners.

NEWS OF THE DAY, No. 260—Experts study A-Bomb effects on Hiroshima. Japanese fair shows American landmark miniatures. Academy Awards presentation. Spring football. Grand National. Sweepstakes winners.

PARAMOUNT NEWS, No. 63—National figure skating champion. Japanese fair shows U. S. landmark miniatures. Academy Award presentation. Grand National in England.

TELENEWS DIGEST, No. 13-A—Belgium riots over King Leopold's return. Malaya: anti-bandit month. Washington: Senator McCarthy faces showdown. Pakistan welcomes Shahinshah of Iran. New air record. Jitterbug craze hits Europe.

UNIVERSAL NEWS, No. 338—The Grand National. General Chiang visits Navy and Air Force in Formosa. Gen. Chennault planes. Sports: football practice, basketball.

WARNER PATHE NEWS, No. 65—U. S. ambassadors meet in Rome. New Chinese air forces in Formosa. Academy Award presentations in Hollywood. B-29's in England. Grand National. Sweepstakes winner Basketball.

'Showmanship' Aid Urged by Mullin

BOSTON, March 28.—Martin J. Mullin, president of New England Theatres, has wired leading New England showmen, urging them to serve on the "Showmanship" committee, as outlined at the 20th Century-Fox showmanship meeting.

His wire follows: "In line with plans outlined at the 'Showmanship meeting' of 20th Century-Fox, it was suggested that an exhibitors' committee be formed to follow through on activities discussed. Accordingly, we are asking you as one of a representative group of showmen from theatre operations throughout New England to serve on such a committee. The first meeting will be held on Friday at 12:30 P.M. at the Parker House, Boston, and I hope your reply will be that you will be present."

Exhibitors of New England who received the wire were: Ray Feeley, Independent Exhibitors of New England; Charles Kurtzman, Loew's State, Boston; Ben Domingo, RKO Memorial Theatre, Boston; Max Melincoff, Warner Brothers, Boston; Samuel Pinanski, American Theatres; Arthur Howard, Affiliated Theatres; Arthur Lockwood, Lockwood and Gordon; Ted Fleisher, Interstate Theatres, Boston; Harry Smith, Western Mass. Theatres, Springfield; Max Finn, E. M. Loew Theatres, Boston; Dan Finn, B and Q Associates, Boston; Edward X. Callahan, 20th Century-Fox, Boston; Ed Fay, Fay's Theatre, Providence; C. J. Russell, Sr., Bijou Theatre, Bangor; Spyros Latchis, Latchis Theatres, Keene, N. H.; W. Leslie Bendelev, Independent Exhibitors, Boston; Harry Browning, N. E. Theatres, Inc.



More people will pay more
mazumeh to see M.G.M.'s
"Annie Get Your Gun"
than any other Technicolor
musical in film history.

\$ do-re-mi

\$
\$

**ON THE TABLE-CLOTH
AT THE ASTOR!**

And Everywhere!

Reelect Loewenstein To Head OTO; Convention Closes

OKLAHOMA CITY, March 28.—Theatre Owners of Oklahoma today re-elected Morris Loewenstein as president in the final day of the convention here.

Other officers elected were C. B. Akers, Tulsa, first vice-president; Max Brock, Lawton, second vice-president; Ralph Talbot, Tulsa, executive secretary; J. C. Hunter, Tulsa, secretary-treasurer, and John H. Giffin, Miami, board chairman.

Speakers on the showmanship panel were Sam Shain, 20th Century-Fox chief of exhibitor relations; Charles Procter, Muskogee, Okla.; Dick Thompson, Oklahoma City, and Pat McGee, of Cooper Foundation Theatres. The session was conducted by E. R. Slocum, El Reno, Okla., and J. S. Worley, Shamrock, Tex.

Speakers at the closing program tonight included R. J. O'Donnell, chief barker of Variety Clubs International; Cal Tinney, humorist; Rev. W. H. Alexander, Republican candidate for U. S. Senator from Oklahoma, and Dr. T. H. McDowell, regional director of the National Conference of Christians and Jews.

NTFC to Hear Livingston

Norman Livingston, director of commercial operations for WOR-AM, FM and TV, is scheduled to speak before the National Television Film Council's quarterly forum at the Hotel Astor here tomorrow.

Stresses Community Role

(Continued from page 1)

their theatres for church, civic, farm and other groups, a service that was not only appreciated but necessary in some towns—and that brought into the theatre atmosphere many who thereby became theatre patrons. Active membership in civic clubs by exhibitors, cultivating the ability to speak about motion pictures, including the use of outlines provided by the 20th Century-Fox manual, and the development of a clearing house for practices in community service, were suggested.

Leo Hayob, Marshall, Mo., opened the discussion. Tom Edwards, St. Louis, talking on "I'm Proud To Be a Showman," urged a more aggressive attitude toward critical groups and individuals to meet attacks on the industry. He also advocated the development of consumer education through groups and stressed the necessity for exhibitors to know more than the press books convey about pictures to be bought or booked.

This brought a suggestion for a

viewing service with reports from the viewpoint of the territorial exhibitor for guidance in placing and exploitation of films. Ed Hartman, manager of an independent buying and booking agency, advised the exercise of individual judgment in all deals.

Frank Plumlee talked on the procedure to be used by an exhibitor when a polio epidemic strikes his town. Dick Brous told of the organization and the objectives of the new Motion Picture Association of Greater Kansas City. Dale Danielson, president, presided.

Among industry leaders from out of town attending the convention banquet tonight at the Hoel Muehlebach were Gael Sullivan, Theatre Owners of America executive director, and Charles Skouras, president of National Theatres, who was accompanied by a number of executives from the Coast. Guest of honor was Ben Shylen, trade publisher.

Father Payton Has a Feature for Video

HOLLYWOOD, March 28.—Described as the longest television film to date, "Triumphant Hour" is being produced at Jerry Fairbank's studio by the Rev. Patrick Payton, CSC, founder of radio's "Family Theatre" program.

The film will be televised Easter Sunday over NBC and Mutual. The studio and talent service have been donated.

'Golden Twenties' Is Booked Into Astor

"The Golden Twenties," a feature chronicle of the "Jazz" age produced by Richard de Rochemont, has been booked to open an extended engagement at the Astor on Broadway on April 8, according to Robert Mochrie, general sales manager of RKO Radio, distributor of the film. The deal was handled by Maurice Maurer, of the Astor, and Len Gruenberg, RKO.

Urges More Theatre TV

OKLAHOMA CITY, March 28.—"It is within the grasp of the industry to take a new lease on life by developing theatre television into a potent force alongside film features for the prosperity of all, and the enjoyment and enrichment of the public it serves," Nathan L. Halpern, television consultant to Theatre Owners of America and Fabian Theatres, said here today. Speaking before the Theatre Owners of Oklahoma meeting here today, Halpern said the development of a vast source of program material must await video facilities in a sufficient number of theatres.

Two Paramount Executives Hurt

OKLAHOMA CITY, March 28.—Duke Clark, Paramount Southern division manager, and C. H. Weaver, local branch manager, are in Wesley Hospital here suffering from serious injuries incurred in an automobile accident. Clark has a fractured hand, a broken nose and knee injuries, while Weaver suffered broken ribs and other injuries.

The two men were injured on Sunday while en route to the airport.

Iowa Allied Meets May 11

OMAHA, March 28.—Iowa-Nebraska Allied Theatre Owners will hold its spring convention here on May 11-12 at the Fontenelle Hotel. meet Henry Wilcoxson.

"Turnstiles Should Spin For LAD"

ALAN LADD



LADD pays back the enemy with bullets—for his buddy's death.



New Drive-in Group Meets

Boston, March 28.—The newly-formed Drive-In Theatres Association of New England at a meeting held here today set up a governing board and accepted the by-laws of the Independent Exhibitors of New England. The board will govern the new association until the entire territory is canvassed and all potential members are enrolled, at which time there will be an election of officers. The new unit will have separate autonomy in the matter of drive-in theatres.

The new association will also function as a legislative lobby. A public relations section will be set up which will sponsor institutional advertising, and an Allied "Caravan." The information service of the Independent Exhibitors of New England will be made available to the new association. It also will have all of the benefits of national Allied.

The governing committee comprises Louis Gordon, chairman; Myer Stanzler, Michael Redstone, Paul Longo and Phillip Smith.

Lichter Heads Salesmen

Cleveland, March 28.—Samuel Lichter, 20th-Fox salesman, was elected president of the Salesmen's Club of Cleveland to succeed Frank Belles. Other new officers are: Ray Wild, first vice-president, and Aaron Wayne, second vice-president. Reelected were: Justin Spigle, secretary, and Nat Barach, treasurer.

Telecasters Not Ready For Own Standards Code

Highly-placed television executives said here yesterday that the medium has yet to develop to the point where formulation of its own code of program standards would be feasible and that applicable provisions of the Motion Picture Production Code and the standards of the National Association of Broadcasters probably will continue as guides for some time. The networks and numerous stations also have their own individual standards.

More than a year ago the Television Broadcasters Association recommended use of both the NAB code and the Production Code until the industry could develop its own code incorporating principles peculiar to video itself. This policy has since been in effect virtually throughout TV broadcasting. Consequently the announcement by Theodore C. Streibert, president of WOR-TV, New York, that the principles of the Production Code had been adopted for all programs on the station, was regarded within the industry as late in coming.

One network vice-president said here that numerous new problems are likely to be encountered in television programming and substantially more experience will be required before the industry will be equipped to map out its own code.

In some quarters it was pointed out that the principles of the NAB code on decency and good taste and the Production Code are closely akin, being dissimilar primarily in that the latter covers visual entertainment. For

that reason, it was said, the Production Code is more applicable to television.

Further indication that television is interested in the Production Code was given recently when the American Television Society asked Code administrator Joseph I. Breen to discuss its workings at a meeting here on April 20. Breen has accepted the invitation.

Breen Upheld

(Continued from page 1)

if two specific scenes, deemed offensive to good taste, are eliminated. The elimination of the same two scenes had been requested by the Production Code Administration in order to bring the picture into conformity with its Code.

Joseph Burstyn, distributor of the film, may resubmit a revised picture to the Production Code Administration at any time, it was announced. The board took action after viewing the picture and after hearing from Burstyn and from Breen. The meeting was held in the board room of Columbia, with the following present: Barney Balaban, Nate J. Blumberg, Theodore Black, William Clark, Jack Cohn, Earle W. Hammons, Joseph H. Hazen, Austin C. Keough, W. C. Michel, John J. O'Connor, J. Robert Rubin, Norton V. Ritchey, A. Schneider, Samuel Schneider and Paul Terry. MPAA vice-president Francis Harmon presided, and Sidney Schreiber, MPA counsel, served as secretary.

Predicts Biggest Year for Drive-ins

Chicago, March 28.—Louis F. Jelinek, president of the newly-formed Illinois Metropolitan Drive-in Theatres Association, predicted that attendance this year will be the greatest in the history of drive-ins. Business was described as "terrific" by the owners of the first three drive-ins to re-open here. Despite inclement weather, business at the Outdoor, Twin Open-air and the Drive-in at Waukegan Road, has been capacity. At one outdoor 110 cars in 12 minutes were clocked.

\$200,000 Drive-in For San Francisco

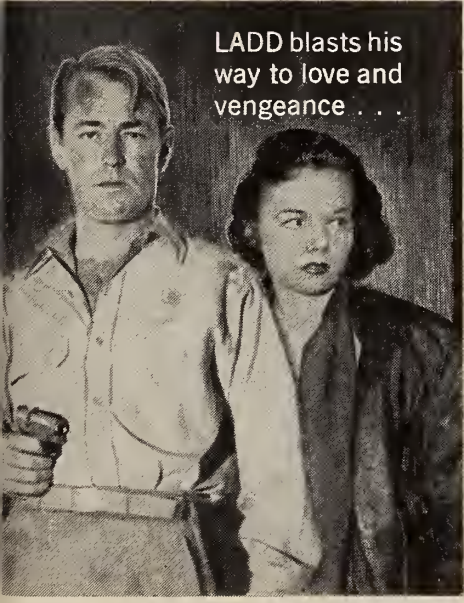
SAN FRANCISCO, March 28.—Opening of the new \$200,000 Geneva Drive-in Theatre toward the end of April has been announced by Bay Cities Amusements, on the site of the old Bayshore Race Track. Mario Parisi, president of the company, reports he has an innovation for drive-ins. By utilizing the grandstand of the track he has provided for pedestrian as well as motorized spectators.

Drive-in Season in N.E.

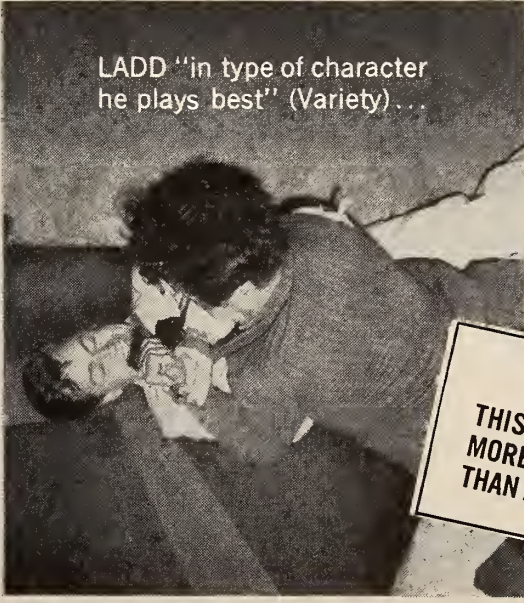
Boston, March 28.—The drive-in theatre season gets underway today in New England with two drive-in theatres at Revere and Dedham, Mass., opening tonight.

Highgear Melodrama!"—SAYS M. P. HERALD

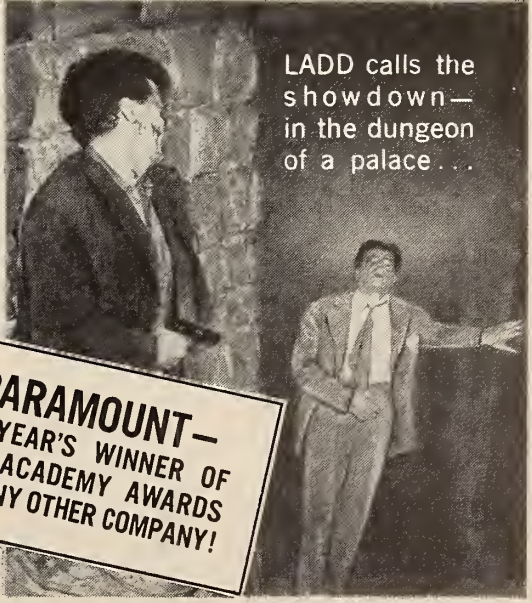
CAPTAIN CAREY, U.S.A.



LADD blasts his way to love and vengeance . . .



LADD "in type of character he plays best" (Variety) . . .



LADD calls the showdown—in the dungeon of a palace . . .

PARAMOUNT—THIS YEAR'S WINNER OF MORE ACADEMY AWARDS THAN ANY OTHER COMPANY!

Hearing Opens On \$8-Million Goldman Suit

PHILADELPHIA, March 28.—The second phase of William Goldman's anti-trust suit against eight majors and the Warner circuit will begin here tomorrow in Federal District Court before Judge William H. Kirkpatrick and a jury.

Goldman was awarded trebled damages of \$375,000 in his original action for losses suffered by his Erlanger Theatre during 1941-42 because of inability to obtain first-run product.

In the current action he is asking for \$2,800,000 trebled, or \$8,400,000, for losses at the same theatre during the period between 1942-46, contending that the situation was not alleviated during the latter period.

This will be the first time a jury will decide the case. In the previous action the case was heard before Judge Kirkpatrick alone. A trial by jury was requested by the defendants, it was believed in legal circles, in the hope of keeping the damage figure down.

Proceedings will begin tomorrow with the selection of a jury. Gray, Anderson, Schaffer and Rome are representing the plaintiff.

Move Tomorrow to Tighten Trust Laws

WASHINGTON, March 28.—A bill to provide a uniform six-year Federal statute of limitations in private triple damage anti-trust suits will be introduced tomorrow by Rep. Denton (D., Ind.), a member of a special House Judiciary sub-committee investigating monopoly. The sub-committee will hold hearings on the bill late next month.

At present private triple damage actions are governed by various state statutes—some shorter, some longer than six years.

The Denton Bill will also give the Federal government the right to sue for actual damages suffered as a result of an anti-trust violation and will make a decision in a government anti-trust case "conclusive evidence" rather than *prima facie* evidence in private actions against the same defendants.

TOA Arbitration Bid

(Continued from page 1)

York, authorized Pinanski to address such a request to the companies. TOA general counsel Herman M. Levy said at the time that the committee gave its authorization "with the feeling that the industry does want arbitration."

From distribution, meanwhile, has come indication that attempts will be made within its ranks to set up a system of arbitration. Twentieth-Fox distribution vice-president Andy W. Smith, Jr., who heads the distribution committee of the Motion Picture Association of America, said last week that the will take up with the sales executives of other companies the possibility of developing a plan of industry-wide arbitration.

Reviews

"The Daughter of Rosie O'Grady"

(Warner Brothers)

Hollywood, March 28

HERE is more of the sparkling box-office tonic found in "Look for the Silver Lining," compiled in the same laboratory and by the same talents. Here again is the vastly show-wise skill of producer William Jacobs on full display, with director David Butler's veteran versatility again serenely triumphant, and with June Haver and Gordon MacRae again happily paired in the romantic leads. And here, in extremely notable addition, is James Barton, in a character role that nobody will forget. It is for the customers to say whether this or the earlier picture is better, but their decision is unimportant, for they will be too happy to care much about drawing comparisons. The thing for showmen to do is to remind the customers that "The Daughter of Rosie O'Grady" is full sister to "Look for the Silver Lining" and let their show-shopping instinct take it from there.

Show business needs a good adage to the general effect that what show business needs is more good stories about show business. It is hard to remember one—a good one, that is—that did not get big returns from pleased patrons. There was a time, to be sure, when the show-business type of picture, particularly musicals, went begging, but that was because they all told the same show-must-go-on story. Hollywood found out about that, and desisted. "The Daughter of Rosie O'Grady" is the kind of picture, strong enough in the story department to stand alone, that rescued the institution.

Filmed in Technicolor, and with 13 song numbers, old and new, worked smoothly into the story line, the narrative opens in about 1900 with the return to New York of the troops victorious in the Spanish-American war. Miss Haver is one of three daughters of Barton, a former vaudeville star embittered by the death of his wife and now a streetcar conductor, and MacRae is young Tony Pastor, owner of the theatre bearing his name and also its principal star. You know at one, of course, that the young people are going to talk Barton out of his antipathy to the stage before the picture ends, but that is just one phase of an essentially family story that stands firmly on its own feet. The script is by Jack Rose, Melville Shavelson and Peter Milne, from a story by the first two.

In addition to those named, the picture offers Gene Nelson, an excellent hooper, Cuddles Sakall, in a typical assignment, Marsha (formerly Marcia Mae) Jones, Jane Darwell, and a pair of interesting and capable newcomers, Debbie Reynolds and Sawn McClory.

Running time, 104 minutes. General audience classification. Release date, not set. WILLIAM R. WEAVER

"Ma and Pa Kettle Go To Town"

(Universal-International)

MARJORIE MAIN and Percy Kilbride as Ma and Pa Kettle are in many situations reaching a measure of popularity enjoyed in the prosperous past by Wallace Beery and Marie Dressler. The latest vehicle sends the pair roaming through a melange of comic events consisting mostly of unabashed corn and slapstick. It is the type of comedy to which rural communities react most favorably.

The story has Pa winning an essay contest that entitles him and Ma to an expense-paid visit to New York. By way of coincidence, a fleeing bank robber, Charles McGraw, posing as a poet hungry for country inspiration, hides out on the Kettle farm. As the Kettles depart for the big town, the thug hits upon the idea of having the Kettles deliver the loot unwittingly to his gun-crazy companions in New York.

Much of the footage of Leonard Goldstein's production was shot on location in New York. The Kettles' innocent trafficking with the underworld and the police is the hub of the story. In good time the underworld gang is rounded up by the police while on the Kettle farm the children take care of the hide-away "poet." A slight romantic note is provided by the gentle complications in the married life of the Kettles' oldest child, Richard Long, and his pretty wife, Meg Randall. Charles Lamont directed, from the story and screenplay by Martin Ragaway.

Running time, 79 minutes. General audience classification. For April release. MANDEL HERBSTMAN

Legion Reviews 16; Ohio Shipments Are Classes Two as 'B' Interstate Commerce

Sixteen additional pictures have been reviewed by the National Legion of Decency with two receiving a "B" rating. In that category are Monogram's "Dynamite Pass" and Eagle-Lion's "Kind Hearts and Coronets."

In Class A-I are Monogram's "Bomba on Panther Island," "Fence Riders," "Range Land," "Sky Dragon," and "West of Wyoming"; Universal-International's "A Run for Your Money," and Columbia's "Ty-rant of the Sea." In Class A-II are M-G-M's "The Big Hangover," Republic's "Federal Agent at Large," Film Classics' "Four Days' Leave," Monogram's "Killer Shark," RKO Radio's "Rider from Tucson," Republic's "Singing Guns" and Film Classics' "The Vicious Years."

CLEVELAND, March 28.—Film shipments within the state were declared to be an interstate activity and as such are subject to interstate supervision and regulations. This ruling was the outcome of the recent meeting in Columbus of members of the Ohio Film Carriers Association and representatives of the Interstate Commerce Commission.

Also brought out at the meeting was the fact that the maximum of 10 hours driving time imposed for any one particular time, involving a shift in some routes, employment of more drivers and safety enforcement regulations, including flares and fire extinguishers, will result in higher operating costs, according to officials of the Association.

Walsh to Examine Studio Employment

Hollywood, March 28.—Here for a week following the IATSE international executive board meeting in Vancouver, B.C., "IA" president Richard F. Walsh revealed today that he will make a thorough study of studio employment, which dipped in January below the 13-year low averaged in 1949.

Simpp to Push Detroit Suit

Society of Independent Motion Picture Producers is expected to move shortly to expedite its long-pending monopoly action against United Detroit Theatres and Michigan Cooperative Theatres by rounding out early legal preliminaries before a trial day is set.

SIMPP counsel Robert J. Rubin, who now is on the Coast, will stop off in Detroit next week en route to New York to get the actual litigation underway. The taking of depositions of all interested parties has been completed.

This and numerous other matters of concern to the Society were taken up at a luncheon-meeting of its distribution committee at the 21 Club here yesterday. The session was devoted to general discussions with no specific plans for any action adopted.

Sitting in with SIMPP president Ellis G. Arnall were James Mulvey, Alfred Crown, William Levy, Leo Samuels, Harry Kosiner, Leonard Case, Sidney Deneau, Irving Lesser, Seymour Poe, George Schaefer, Tom Walker, Edward A. Golden, Arthur Sachson, Lester Cowan, Joseph Alota and Lowell Calvert.

20th-Fox Asks Stay

(Continued from page 1)

is taken, Loew's 60-day stay automatically will be extended to 90 days.

Meanwhile, Warners formally told the U. S. Statutory Court here yesterday that it has disposed of its partial holdings in Harold Theatre Co., Regent State Theatre, Mt. Oliver Theatre and W. F. Theatre Co., involving partnership operations of eight theatres in New Jersey. The company has until April 21 to terminate its joint interests in the MacArthur Theatre, Washington, and Atlantic Theatres, New Jersey.

Plan Awards for Writers

Annual awards for the best scenarios for fact and fiction films were announced here by Associated Film Writers, an organization of film writers of this area. Winners of the first awards will be announced on June 28.

Rob Mass. Theatre

Boston, March 28.—Thieves broke into the Adams Theatre, Dorchester, Mass., during the night and took \$350 from an unlocked safe. The break was discovered by Albert Lourie, manager, upon opening for the matinee today.

Appeal Is Filed in 'Boundaries' Case

Atlanta, March 28.—Attorneys connected here with the law firm of Judge Samuel Rosenman of New York have filed with the Court of Appeals of the Fifth Circuit an appeal from the decision of U. S. District Judge M. Neil Andrews, Atlanta, that motion pictures are not a part of the press and therefore are subject to censorship.

Judge Andrews rendered his decision in the "Lost Boundaries" suit filed by producer Louis de Rochemont. The Atlanta censor banned the picture from showing in that city.

Frankfurter

(Continued from page 1)

directly on the outcome of the case under study. "Dicta" are not strictly precedent-setting. Moreover, Frankfurter's remarks are not proof positive that he will not vote against film censorship in a new case—merely that he feels precedent is the other way.

Frankfurter's remarks came in January, 1949, in a concurring opinion to a court decision upholding the right of the City of Trenton to regulate sound trucks. Frankfurter said the sound truck users had advanced the idea that the Constitution protected all forms of communication. He indicated this was not so, since many forms of modern "mass communication" had raised issues not known in the days of Franklin, Jefferson and Madison. "Movies have created problems not presented by the circulation of books, pamphlets or newspapers, and so the movies have been constitutionally regulated," Frankfurter said, citing a 35-year old decision upholding the constitutionality of state censorship laws in Ohio and other states.

In the Paramount case, Justice Douglas while pointing out that the Supreme Court was not called upon to rule on the matter, said that if it were he had no doubt that "moving pictures . . . are included in the press whose freedom is guaranteed by the First Amendment."

To Spearhead Drive

(Continued from page 1)

tional Savings Bond Advisory Committee.

Pinanski also stated that Max E. Youngstein, advertising-publicity director of Paramount Pictures, will be his executive assistant.

To Edit NTFC Paper

Jerry Albert, United World Films public relations director, will edit the monthly news bulletin to be published by the National Television Film Council, Melvin Gold, president, announces. Bill Holland, of Hyperion Films, will replace Albert as chairman of the membership committee.

'Guilty' Opens April 10

"Guilty of Treason," Wrather-Golden production about the trial of Cardinal Mindszenty of Hungary, is scheduled to open at the Mayfair on Broadway here April 10.

Reviews

"A Run for Your Money"

(J. Arthur Rank-Universal-International)

A CHARMING picture with somewhat limited appeal, this J. Arthur Rank presentation should please art theatre patrons especially with its excellent characterizations and delightful touches of humor.

Credit for the importation with its unusual approach goes to Michael Balcon Productions, with Balcon as the producer and Charles Frennd the director. Richard Hughes, Leslie Norman and Frennd wrote the screenplay from an original story by Clifford Evans. The story is slight, having to do with the big-city adventures that befall two Welsh miners, Donald Houston and Meredith Edwards, during a brief stay in London. Their acting is definitely above par and so is that of Moira Lister, a confidence girl who later falls in love with Houston, Hugh Griffith, as a street-singing Welshman and Alec Guinness as a reporter assigned to look after the two "innocents abroad." The miners' heavy Welsh accent is sometimes difficult to understand but the occasional Welsh tunes fall pleasantly on the ear.

Running time, 83 minutes. General audience classification. Release date, April 8.

"Boy from Indiana"

(Ventura-Eagle-Lion)

PICTURES about horse racing usually have a faithful public and this pleasant tale should be able to get a ready reception from the fans. Frank Melford produced and John Rawlins directed at an even tempo from Otto Englander's leisurely screenplay.

"Boy from Indiana" tells the story of a happy-go-lucky lad, Lon McCallister, who aims to be a sports writer. During his wanderings through Midwest towns, he meets George Cleveland, an elderly, shrewd old man who owns what appears to be a horse which has seen better days. Actually, Cleveland dopes the horse before entering any race and leaves the track with his winnings soon after. It turns out later that this broken-down horse is not what he appears to be, and the old man decides to race him against a thoroughbred owned by wealthy Billie Burke. The prize is the ranch where McCallister and Cleveland are living. Before the race their horse is gored by a bull, but recovers in time to win and allow everybody, except Miss Burke, to live happily ever after. Pretty Lois Butler provides the love interest. Miss Burke is her usual fluttery self.

Running time, 66 minutes. General audience classification. For May release.

450 Easter Dates For Two 20th Films

A holiday barrage of national key openings has been set for Easter by 20th Century-Fox with 450 dates for its two new Technicolor productions, "Wabash Avenue" and "Cheaper by the Dozen," Andy W. Smith, Jr., sales vice-president, has announced.

For the first time in the company's history, it was said, two major Technicolor productions, both of which are considered suitable for the holiday trade, are being offered to exhibitors for this playing time.

The company has rushed an increased number of prints to its exchanges to cover the bookings for Easter with the 450 openings concentrated in the two-week period starting April 5.

A series of national promotions, timed to break with the Easter dates, have been set on "Cheaper by the Dozen" led off by the national barrage being laid down in connection with the Libby, McNeil and Libby tie-up.

'Ma, Pa Kettle' Stars Appear in Key Cities

Percy Kilbride will join Marjorie Main, Meg Randall and Richard Long and Del Chain in making key city personal appearances and aiding in promotions in connection with the Eastern regional premiere of "Ma and Pa Kettle Go to Town," starting in Boston during the week of April 15, Universal-International, the film's distributor, announces here. Following their Boston appearances at the RKO Boston, the troupe will visit Providence for stage appearances at the RKO Albee on April 19 and at Loew's State, Cleveland on April 21st.

Halpern, O'Brien, Cohn in TV Meetings

Nate Halpern, Robert H. O'Brien and Marcus Cohn, Theatre Owners of America television specialists, have been meeting here regularly to coordinate and "balance" the 25 petitions submitted by TOA members to the Federal Communications Commission for theatre video hearings. It is expected that several weeks of meetings will be necessary before a coordinated TOA presentation is in final form. It may be several months before hearings are held by the FCC.

Data being coordinated by the TOA trio has been submitted by circuits and theatres in Texas, Oklahoma, Massachusetts, Indiana, Florida, Virginia, Pennsylvania, California, New Mexico, Illinois, Kentucky, Iowa, Tennessee, Mississippi and New York.

Exhibitor Takes Tax Fight to Air Forum

M. C. Heimert, operator of the Liberty Theatre at Pen Argyl, Pa., recently went to bat on behalf of the industry's campaign to eliminate the tax on theatre tickets, according to reports received here.

At nearby Boston, radio station WEST has a panel of two "experts" discuss current topics, with two members of the Chamber of Commerce handling the questions to be answered by the "experts." Last week, Reimert took part in the discussion as one of the "experts" and in so doing presented to the listening and studio audience considerable information not generally known. The information was forwarded to COMPO's tax committee as an example of the cooperation of showmen in combating the tax.

Report GPE 1949 Sales At \$26,711,926

Consolidated net sales of General Precision Equipment and subsidiaries for 1949 totaled \$26,711,926, compared with \$27,008,450 in 1948, according to the company's annual report, which will be issued to stockholders today.

Net income for the year amounted to \$456,485, after provision of \$457,078 for depreciation, and \$250,000 for taxes. Earnings are equivalent to 76 cents per share of common stock and compare with net income of \$936,679 for 1948, or \$1.56 per share, after provision of \$395,173 for depreciation and \$587,000 for taxes.

Stating that the decline in earnings was due to increased labor and material costs and to greater expenses in connection with the company's program of research, engineering and development of new and improved products, Earle G. Hines, chairman, and Hermann G. Place, president, further declared in the report: "Due to knowledge in the trade that new types of equipment were soon to be offered by the corporation, sales of proprietary products in the last quarter of 1949 were retarded and in that period the corporation operated unprofitably."

At the close of last year, current assets of the corporation stood at \$19,414,732, against liabilities of \$2,393,926.

Rankin Turns Films Critic

WASHINGTON, March 28.—Rep. John Rankin (D., Miss.), frequent critic of the motion picture industry, today echoed Senator Ed Johnson's attacks on the "Stromboli" affair and the industry's "moral code."

Rankin told the House that "some time ago" the House Committee on Un-American Activities investigated Communism in Hollywood and found Hollywood "literally reeking with Communism and using the moving picture industry to spread its poisonous propaganda."

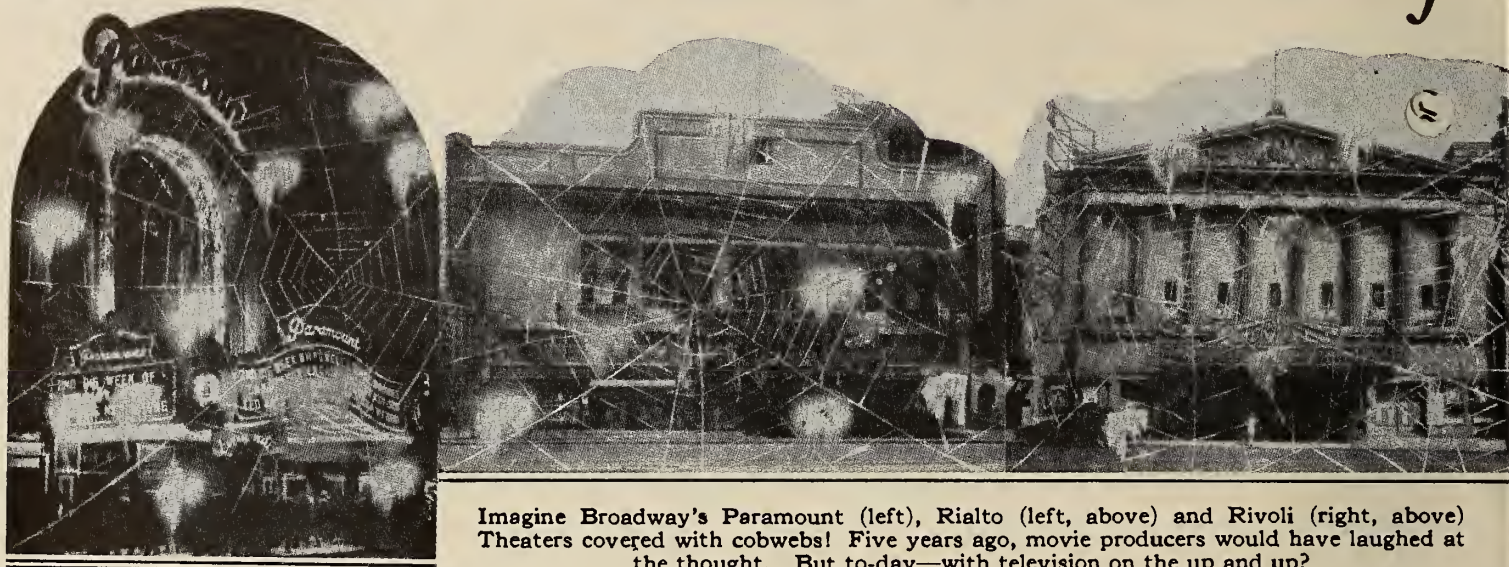
Moreover, Rankin said, the industry was not only "attempting to spread their atheistic propaganda throughout the nation, undermine this government and destroy our American way of life, but they were attempting to destroy the moral fabric of America by poisoning the minds of the children of the nation."

The Mississippi Congressman said that it was "about time the Christian people of this country, the conscientious, decent moral men and women, joined in the battle now being waged by such men as Lloyd T. Binford, chairman of the Board of Censors of the city of Memphis." Rankin inserted in the *Congressional Record* a statement by Binford against what Rankin described as "the filthy, loathesome pictures of Ingrid Bergman."

Speaker at Drive-in Meet

INDIANAPOLIS, March 28.—Principal speaker at the meeting of Indiana drive-in operators, to be held here April 5 by the Associated Theatre Owners of Indiana, will be O. F. Sullivan of Wichita, Kan.

MENACES of



Imagine Broadway's Paramount (left), Rialto (left, above) and Rivoli (right, above) Theaters covered with cobwebs! Five years ago, movie producers would have laughed at the thought. But to-day—with television on the up and up?

Where Is Television?

THERE is no use at all in disputing the power of the press. Generally, that power is quite reasonably and accurately used, but occasionally the sensational orgy of headlines is about something of which they know little or nothing, and the result is frequently unfortunate. These news jags usually concern scientific matters.

There's television, for example.

A combination of one Greek word and one English word, presumably intended to indicate sight at a distance; it is just now rather upsetting to the minds of motion picture producers, theater owners and investors in picture securities—to say nothing of those well-disposed folk always anxious to pioneer with their dollars. (Confidentially, the last-named are known in Wall Street as "suckers.") Actually, however, television is intended to describe any process by which a person at one place—Chicago, for instance—can see what is going on in another place—let us say New Orleans.

The picture business is often the last to know about the inventions which may affect, or even revolutionize it. For five or six years, the talkies were being perfected in the experimental laboratories of electrical companies, before the picture producers woke up to what was going on. And when they did wake up, their first reaction was one of terror. The new is always threatening! It is said on reliable authority that several of the biggest motion picture executives went to the Warner Brothers and remonstrated with them, begging them to hold off sound a while longer and save the equipment and investment of the studios. Is it possible that television is being delayed purposely for fear of its startling possibilities?

Rumors of its perfection are legion.

Recently, in Schenectady, the General Electric Company experts put on a demonstration, during the course

of which a musician was dimly seen waving his baton and directing an orchestra whose music poured forth from a loud speaker—the picture appearing on a small screen.

A very few miles were bridged in what was frankly an experiment. Earlier, the Bell Telephone Company's radio laboratory at Whippany, N. J., had broadcast some television pictures at more or less regular intervals, and these had been picked up by experimenters at various points.

In Washington, D. C., C. Francis Jenkins, one of the inventors of the motion picture projector, has done considerable television work. And in England, J. C. Baird has made more than a little progress in transmitting recognizable likenesses over various distances. Add some German and French experiments and you come to the following conclusion.

It is possible to transmit by radio waves some reproductions of current events. And there are amateur radio sharps at work all over the country, striving to produce good television results. Also—and this is stated without any prejudice whatever—a number of astute and long-visioned gentlemen have anticipated the scientific situation by organizing commercial companies to manufacture and sell television apparatus for the home. Two such television receivers were ex-

hibited at the May convention of the Radio Manufacturers' Association at Atlantic City.

Also, stock in television companies is for sale!

Looking Back Five Years

A FEW days before this article began to roll off a typewriter, I set afoot two simple inquiries, just to check my own information. I felt certain that the whole television situation was altogether too chimerical in its present stage of development to warrant the wild press tales I had been reading. I felt—and still feel—that any-

Why Movie Men Look Harassed

Another disturbing thought occurs. If we are to distribute by radio-television, is it necessary to go to the trouble of putting the picture—or all the pictures, rather—on celluloid film at all? Why not good stock companies at various strategic points, with their performances broadcast—televisually?

Then what happens to the motion picture studios and their enormous equipment and investment? What happens to the motion picture stars? This thing begins to look rather terrifying to the industry!

Classics—1930

the MOVIES



Sid Grauman's Chinese Theater in Los Angeles (left, above) and the Metropolitan Opera House (right, above) are two of America's best-known show places. Are they destined for the television spider's web? David Sarnoff (right) is optimistic



By CAMPBELL MAC CULLOCH

thing like a true commercial development that would put current events or pictures in the home, as current music is broadcast to-day, is a long, long way off; and that the present state of the art will not justify a tithe of the newspaper claims. But I wanted to be sure.

Let us first have a little history. Five years ago—in May, 1925—I visited David Sarnoff, then vice-president and now president of the Radio Corporation of America, and said:

"Do you see television on the commercial horizon?"

"Yes. Probably in five years," he replied. "I say that, considering the progress made by radio in four years, and always with certain reservations."

Mr. Sarnoff Is No Prophet

SO I inquired again of Mr. Sarnoff. This time in May, 1930, and he wrote:

"While a good deal of constructive work has been done in the field of television and I am optimistic about the ultimate possibilities, I can only say that it is still in the laboratory stage and I doubt whether anyone can speak with certainty as to the exact time when television will be a commercial reality. The role of the prophet is always hazardous, and if I have learned nothing else in the last five years, I have at least learned to be more cautious about prophesying."

So, I had one confirmation, and here is the other, from a man who—because of certain professional relationships—must remain in the background. (A man, by the way, whose inventions are in use in the transmission of photographs by trans-Atlantic communication; whose developments are in use in making talking pictures, and whose television work has been in association with one of the foremost experimenters in America.)

Partly Possible

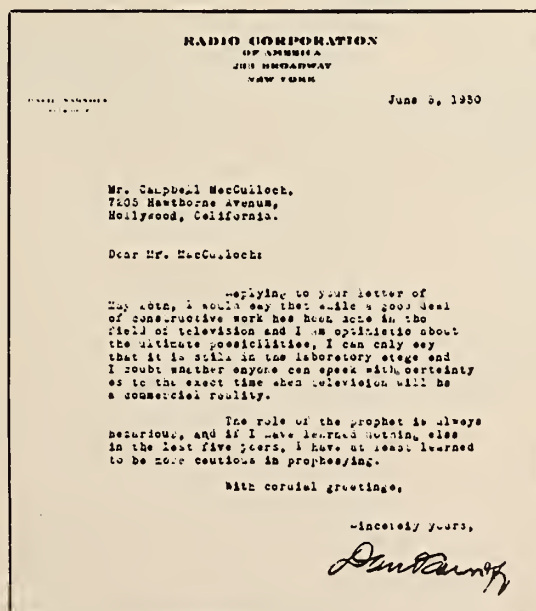
"TELEVISION—of a sort—is commercially possible to-day," he said. "But when I say that, I mean that it is feasible to place a simple subject before a television and to transmit—either by radio or wires—that vision. However, neither the subject nor the audience will be enthusiastic about it. The subject won't like the heat from the amount of light that is necessary, and the audience won't be very appreciative of the ill-defined, uncertain picture on a very small screen."

"Unfortunately, television is not like photography, which is more or less an instantaneous process—a flood of light reflected in various intensities from an object or objects, and falling simultaneously on a sensitive emulsion to be recorded as one effect. Television is to-day a building-up process, and the more surface it is necessary to display, the longer time is required to build it."

"The only television principle with which I am familiar is that of the scanning disc. There is no need to go into detail, but until this scanning process—which involves time—can be replaced with some method which requires no time, relatively speaking, there will be no wide commercial application of television on a practical scale."

Television Movies?

THE other well-touted phase of television has to do with the transmission of motion pictures. To-day, this is not practical in anything like a commercial sense. Nobody knows when it will be. There are such elemental and experimental things as "radio movies," which are merely minute silhouettes or outlines; but they are experimental and nothing else.



British Unions Join Tax Fight

LONDON, March 28.—A committee of the Trades Union Council, back-stage power in Britain's Labor government, urged reduction of the nation's 40 per cent entertainment tax at meetings here today with Harold Wilson, president of the Board of Trade, and Sir Stafford Cripps, Chancellor of the Exchequer.

The committee argued that a reduction of the cinema tax was an essential ingredient of the government's wage-freeze policy. Both Wilson and Cripps were non-committal following the meetings.

Industry deputations will urge reduction of the tax when they meet with the financial secretary of the Treasury here on Friday.

The politically powerful Trades Union Council is an unexpected ally in the campaign to reduce the admission tax. However, industry unions, all of which are represented on the council, have urged partial remission of the tax on British films only. Theatre men point out that implies a discriminatory duty against American films.

Godfrey Air Monopolist

Arthur Godfrey will appear on a new twice-weekly, quarter-hour program over CBS Television beginning April 4, sponsored by Hi-V Corp., makers of frozen orange juice. This will bring his weekly total of television and radio time to eight hours and 45 minutes. Godfrey will play his cherished ukulele.

US Industry May Benefit in UK Through Squawks Over Oil Tilt

The film industry may get some advantage in the coming bargaining with Britain as a result of a current drive by leading American oil companies against recent British restrictions on American oil imports, industry observers here believe.

The British recently slapped sharp curbs on dollar expenditures for American oil. The oil industry has squawked loudly in Washington and has aroused many oil-state Congressmen. They are pressing plans to retaliate—Rep. Monroney has already introduced a bill directing the President to retaliate against any country discriminating against American products, and Senate Foreign Relations Committee Chairman Connally has indicated he may offer such an amendment to the pending ECA extension bill.

These moves are reminiscent of the Knowland amendment in the Senate last year, during the film quota protest period. While the proposed amendments now come from the oil situation, they would cover discrimination against any American product and thus could be used to argue against a high British film quota.

Says No Cut in Imports

(Continued from page 1)

ed that such a forecast is outside Sir Stafford's province. The volume of American films entering Britain this year is conditioned entirely on the outcome of the talks on the Anglo-U. S. film remittance agreement, which probably will be held here in early May, they said.

Without saying it in so many words, the American industry executives here obviously were implying that should unduly harsh terms be imposed under a new remittance agreement, the volume of American films sent to Britain definitely would be affected.

The government's economic survey said that an unfavorable dollar bal-

ance will remain Britain's most vexing problem for many years to come. It said the most that can be expected this year is a drop in the nation's gold and dollar deficit to \$785,000,000, from last year's \$1,531,000,000 deficit.

Reorganization Plans In for U. S. Agencies

WASHINGTON, March 28.—President Truman has submitted reorganization plans to Congress which would give the chairmen of the Federal Communications Commission, the Securities and Exchange Commission and Federal Trade Commission responsibility for day-to-day administration of their agencies.

At present, each entire commission has this job. The plans would also authorize the President to name the chairmen of the commissions—at present, FTC and SEC elect their own chairmen. The plans will become effective unless disapproved by either House or Senate within 60 days.

Loop Product Supply Tight; New 1st Run

CHICAGO, March 28.—Downtown first-run product, in tight supply because of the two-week playing limit imposed on defendant companies under the Jackson Park decree, will be under increasing demand with the switch of the Telenews Theatre to a first-run policy on April 8. The Telenews, to be known as the Loop Theatre, will be available to distributors seeking a long run for top pictures, as it does not fall under the two-week restriction.

The 606-seat house, operated by the newsreel circuit headed by Alfred G. Burger, will charge a straight 98 cents admission, with children admitted for 30 cents. Its first showing will be J. Arthur Rank's "The Red Shoes."

Buffalo Union Elects

BUFFALO, March 28.—Helen Rubach has been elected president of the Buffalo Film Exchange Employees Union, Local B-9. Other officers elected are: William Sheridan, vice-president; Margaret S. Scheuer, recording secretary; Evelyn Garnham, financial secretary; John Brunner, business agent, and Conrad Cruzza, sergeant-at-arms. Trustees are Clara Rosinski, Lawrence Flavin, Frances Rubach and William Abrams.

Coming Events

Today—Associated Motion Picture Advertisers luncheon-meeting, Hotel Edison, New York.

March 30—"Brotherhood Week" report meeting, Waldorf-Astoria Hotel, New York.

April 5—Louis B. Mayer, M-G-M studio head, to address "Brand Names Day" luncheon-meeting, Waldorf-Astoria Hotel, New York.

April 12—Jewish War Veterans testimonial dinner for Louis B. Mayer, Waldorf-Astoria Hotel, New York.

April 20—American Television Society meeting, Roosevelt Hotel.

April 24-28—Society of Motion Picture and Television Engineers 67th semi-annual convention, Hotel Drake, Chicago.

April 26-29—Variety Clubs International annual convention, Roosevelt Hotel, New Orleans.

May 1-4—Columbia Pictures annual sales convention, first session, Drake Hotel, Chicago.

May 3-4—North Central Allied board meeting and annual convention, Minneapolis.

May 9-10—Allied Independent Theatre Owners of Kansas and Missouri annual spring convention, Phillips Hotel, Kansas City.

May 9-10—Midwestern and Southwestern Drive-in Theatres convention, Phillips Hotel, Kansas City.

May 15-18—Columbia Pictures annual sales convention, second session, Ritz Carlton Hotel, Atlantic City.

May 16-17—Allied Rocky Mountain Independent Theatres annual convention, Cosmopolitan Hotel, Denver.

May 16-17—Allied Independent Theatre Owners of Iowa and Nebraska annual convention, Omaha.

May 21-23—Motion Picture Theatre Owners and Operators of Georgia annual convention, Biltmore Hotel, Atlanta.

May 22-23—National Allied States board of directors meeting, Hotel Gayoso, Memphis.

May 23-25—Independent Theatre Owners of Arkansas annual convention, Hotel Marion, Little Rock.

May 24-25—Allied of the Mid-South spring convention, Hotel Gayoso, Memphis.

June 19—Virginia Motion Picture Theatre Association annual meeting, Hotel Chamberlin, Old Point Comfort, Va.

LIBERAL REWARD

for recovery of six (6) reels of motion picture sound track negative entitled "Shall We Dance". Packed in 6 square tins. NO QUESTIONS ASKED. Contact Browning, Wells & Co., BEekman 3-4321.

TODAY
AMPA
honors the
NATIONAL CARTOONISTS SOCIETY
Lunch, Sun Room
HOTEL EDISON
March 29th at 12:30.

Chief industry speaker will be
JACK COHN
Executive Vice-President of Columbia Pictures.

RUBE GOLDBERG
honorary president of
NATIONAL CARTOONISTS SOCIETY,
will introduce the artists
who will demonstrate their techniques.

For Motion Picture Projection,
National Carbon announces:

*The brightest, whitest
arc in the world—*

"HITEX"

Projector Carbons!

FOR CONDENSER TYPE LAMPS

"NATIONAL" "HITEX" Super High Intensity projector carbons are brand new, another milestone in the development of projection light sources. They are considerably brighter than any other High Intensity projector carbon you can buy. They are much better in color balance. They last longer. They cost less to operate.

If your theatre operates with condenser type High Intensity lamps, investigate the new "National" "Hitex" projector carbons. We believe you will want to use them to get the ultimate in screen lighting.

FOR COMPLETE INFORMATION, WRITE TO NATIONAL CARBON DIVISION,
UNION CARBIDE AND CARBON CORPORATION, DEPT. MP.

*The terms "Hitex" and "National"
are trade-marks of*

**NATIONAL CARBON DIVISION
UNION CARBIDE AND CARBON CORPORATION**

30 East 42nd Street, New York, 17, N. Y.

District Sales Offices:

*Atlanta, Chicago, Dallas, Kansas City, New York
Pittsburgh, San Francisco*

WORLD PREMIERE / AT THE
ASTOR THEATRE (NEW YORK) **MAY 16TH!**

THE ELECTRICITY

THAT BRINGS A CROWD TO ITS FEET!

THE THRILL

OF THE WORLD'S GREATEST SPORT!

THE DRAMA

OF A MAN WHO FOUGHT THE AMERICAN WAY —

...with a ball

...a bat

...and a glove!

Jewel Productions, Inc., presents

JACKIE ROBINSON "The Pride of Brooklyn" as HIMSELF in

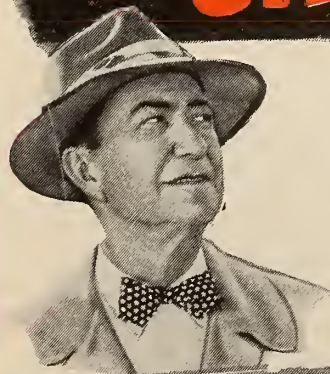
"THE JACKIE ROBINSON STORY"

MINOR WATSON · RUBY DEE · RICHARD LANE
as "Branch Rickey" of "Anna Lucasta" Fame as "Clay Hopper" of the "Montreal Royals"

and Billy Wayne as "Clyde Sukeforth" · Louise Beavers · Ben Lessy

Directed by ALFRED E. GREEN who gave you "The Jolson Story"

Written for the screen by Lawrence Taylor and Arthur Mann
Produced by MORT BRISKIN · An Eagle Lion Films Release



FIRST
IN
FILM
NEWSMOTION PICTURE
DAILYAccurate
Concise
and
Impartial

VOL. 67. NO. 61

NEW YORK, U.S.A., THURSDAY, MARCH 30, 1950

TEN CENTS

U. K. to Hear
Einfeld on
'Showmanship'*To Speak at All-Industry
London Lunch Tomorrow*

LONDON, March 29.—Twentieth Century-Fox's crusade for showmanship will be brought to the United Kingdom on Friday when Charles Einfeld, 20th-Fox advertising-publicity vice-president, will be the principal speaker at an all-industry luncheon.

British showmen wholeheartedly support Einfeld's mission to encourage showmanship methods in Europe and many have expressed the hope that he will find time to spread his message in the field, in particular among Britain's theatre managers, who are the ultimate salesmen of pictures.

Einfeld, who has an extensive itinerary mapped out for his European trip, is receptive to the idea of prolonging his stay in Britain. It is un-

(Continued on page 11)

Brandt Loses
Another Round

Harry Brandt and 121 other defendants in the percentage suit filed by Paramount have lost an appeal against a lower court ruling which gave Paramount permission to inspect the Brandt defendants' books.

Paramount's action is based on alleged failure on the part of the defendants to report correct receipts of films which had been played on percentage. The suit is pending in the New York Supreme Court.

By its decision, the N. Y. Appellate Court gives Paramount the right to inspect all defendants' books for the last six years.

Pinanski, Schmidt at
Bond Drive Meeting

WASHINGTON, March 29.—Samuel Pinanski, president of the Theatre Owners of America and chairman of the film industry's advisory committee for the U. S. Treasury's saving bond drive, headed an industry delegation that, with delegations from

(Continued on page 11)

*Further Trade Press
Aid for US Tax Cut*

Washington, March 29.—Exhibitors and other industry members whose Congressmen are on the House Ways and Means Committee are getting the following request from the tax committee of COMPO:

Tear out the figures on box-office declines in the current *Motion Picture Herald*. Tear out the stories in the trade papers on the drop in admission tax collections. Send them along with a letter on your own experience to your Congressman. Do it right now, so that the Ways and Means Committee will have the information before final voting on excise taxes.

Arnall, McGrath to
Meet on 'Monopoly'

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, will leave here today for a three-day stay in Washington during which he will confer with Attorney General J. Howard McGrath on SIMPP complaints against "monopolies" in exhibition. Arnall also intends to call on State Department officials on trade restrictions and other foreign market problems confronting independent producers.

Arnall will spend next week in Georgia, returning to Washington

(Continued on page 14)

Skouras and RKO
Reach Agreement
On Circuit Breakup

Skouras and RKO Theatres told U. S. District Court here yesterday they have settled their differences on breaking up their joint theatre operation here in an agreement which will have as a result the withdrawal of Skouras' \$9,000,000 monopoly suit against RKO and which averts a counter action of the same nature which the latter reportedly was preparing.

The two filed a stipulation asking the court to appoint an appraiser to decide on the value of their jointly-owned properties so that the assets may be divided on an equitable basis. Operated by the two circuits jointly are the Springco group of seven houses in the Bronx, N. Y.; the Midway, Forest Hills, and the RKO Proctor, Newark.

The Skouras suit charged RKO

(Continued on page 14)

Warner, US Talks
On Decree Continue

Warner home office attorneys were in Washington again yesterday to continue discussions of their projected consent decree in the industry anti-trust suit with the Department of Justice. While finalization of the agreement is near, there was still some ground left to be covered after the session yesterday, according to Washington and New York sources.

Substantiating reports that the settlement is in view is the fact that both Jack and Harry Warner are here.

WCBS Gets 23 Top-Name
Starrers for Telecasts

Regarded as one of the most significant deals of its kind in view of the talent involved, 23 features, including nine produced by Walter Wanger, have been purchased for exclusive New York telecasts by WCBS-TV. Although most of the films are at least 10 years old, the majority of the starring performers still rank with Hollywood's best box-office names of today. WCBS-TV acquired the television rights for New York from Masterpiece Productions, reissue distributor, which acquired them from their original major distributors.

The nine made by Wanger are: "Trade Winds," Fredric March, Joan Bennett and Thomas Mitchell; "Sundown," Gene Tierney and George Sanders; "52nd Street," Kenny Baker,

(Continued on page 11)

Majors Told to Pay
McConnell \$230,000

CHICAGO, March 29.—Federal Judge John Barnes today awarded the Milwaukee Towne Corp. \$225,000 for Thomas McConnell's attorney fees, plus court costs amounting to about \$5,000. McConnell asked from \$175,000 to \$250,000 for his services as attorney for the Towne Corp. in its suit against major distributors.

The eight defendant companies have already filed an appeal, hearing of which is slated for next fall and which is expected to embody the entire case, including damages, fees, and the proposed Milwaukee decree filed in Federal Court here on Monday. Hearing on the proposed decree has been set for April 10.

Arnall Linked
To Production
Finance Plan*'Several Millions' Are
Said to Be Involved*

A new financing plan which would make available "several million dollars" to independent producers in an arrangement with New York financial interests is being developed here and will be placed before a special West Coast meeting of the Society of Independent Motion Picture Producers late in April, according to Wall Street sources.

SIMPP president Ellis G. Arnall was identified as a key figure in the projected program which was said to be one of the most extensive of its type. Contacted at his office here, Arnall would neither confirm nor deny the reports but said he will leave for the Coast in about three weeks for a meeting with his group.

The basic idea for the plan reportedly is unique in that it contemplates

(Continued on page 14)

\$5-Million for
Theatre Deals

Funds in the amount of \$5,000,000 have been set aside for theatre and drive-in "package" investment deals by M. Monroe Fass, president of the theatre brokerage firm of Fass & Wolper, Inc., and his financial associates, Fass announced here yesterday.

The funds, Fass emphasized, are for investment use and are not for loans. The amount has been diverted from other investments in favor of motion picture investments, and "represents a new approach," it was stated.

The approach "represents the cur-

(Continued on page 14)

Films' UJA Dinner
April 27 at the Astor

Annual Joint Defense Appeal dinner to be sponsored this year by the motion picture industry and allied fields in behalf of the United Jewish Appeal of Greater New York will be held on April 27 in New York's Hotel Astor. Dinner chairman is Harry

(Continued on page 11)

Midwest Storms Hit Film Business

Kansas City, March 29.—Severe dust storms this week, with winds occasionally reaching near hurricane velocity, stopped highway traffic in many parts of the Kansas City exchange area, cutting attendance sharply in cities as well as towns. In some locations broken current wires interrupted shows. Blowing away of surface soil was serious in some places, but only a little damage was done to growing wheat.

Counteract Industry Foes, Urges Sidney

The industry is now bucking a "hate" campaign and it is up to everyone in the business to counteract it, George Sidney, M-G-M director, declared here yesterday. Sidney, who has been visiting here from the Coast with Mrs. Sidney, expects to remain for another month looking for story material.

Sidney asserted that recent adverse "soundings-off" were unfair to the truth. He declared that the trade press is well qualified to lead the fight against industry detractors.

The director, whose latest M-G-M production is "Annie Get Your Gun," feels that "those who make pictures have nothing really to worry about from television." He said readjustments would have to be made in the light of television, but exhibitors, he pointed out, "may have to extend themselves more in putting forth their best efforts in the way of showmanship."

Sidney took exception to those who demand that films raise the intelligence of the audience. The public, not the producers, decide what it wants, Sidney remarked.

Boston Slogan Drive To Start on Easter

Boston, March 29.—Starting Easter Sunday, the most concentrated promotional campaign ever undertaken by the combined publicity forces of Boston's film industry, both exhibition and distribution, will be launched in behalf of the slogan, "Movies Are Better Than Ever." Plans formulated yesterday at a meeting of all local publicists at the 20th Century-Fox branch office here call for the use of television, radio and newspaper media.

Goodlatte Coming On Theatre Tour

LONDON, March 29.—David J. Goodlatte, managing director of Associated British Cinemas, plans a six weeks' trip to the United States to make a survey of theatre operation there. He will sail from here on April 21. It will be his first visit to America.

Warner Brothers owns an important interest in ABC.

Personal Mention

H. M. RICHEY, M-G-M exhibitor relations head, will return here today from Oklahoma City and Kansas City.

CHARLES MAYER, head of Motion Picture Export Association operations in Japan, was a luncheon guest of international studio publicity department chiefs yesterday in Hollywood.

IRVING M. SOCHIN, recently appointed sales head for U-I's Prestige Pictures unit, has moved his family here from Cincinnati and will reside in Larchmont.

CLAYTON E. BOND, Warner Theatres head film buyer, accompanied by FRANK MARSHALL and LOU SEGEL, will return here today from Philadelphia.

ARMANDO TRUCIOS, Warner manager of the Atlantic division of the Latin American territory, and JOHN SCRIBNER, Panama manager, are touring Central America.

LOUIS B. MAYER, M-G-M studio vice-president, and HOWARD STRICKLING, studio publicity head, will arrive here from the Coast on Tuesday.

DAVID A. LIPTON, Universal-International advertising-publicity director, left here last night by plane for the Coast.

JACK SOGG, M-G-M Cleveland manager, will leave here today for his headquarters.

SAM MARX, M-G-M producer, will leave Hollywood today by plane for New York.

JAMES R. GRAINGER, Republic sales vice-president, has returned here from the Coast. During his trip he visited San Francisco, Los Angeles, Denver, Dallas, New Orleans and Jacksonville.

HOWARD BROOKINGS, past president of Iowa-Nebraska Allied, has filed for re-election to the Iowa state legislature as representative from Oakland, Ia.

WILLIAM T. WILSON, deputy chairman of Canada's Prices Board and well-known in the Canadian motion picture equipment trade, has resigned his government post.

JAY EISENBERG, M-G-M liaison between the legal and sales departments, is in Denver from San Francisco today and will return here in about a week.

LEONARD ROSENTHAL, counsel for the Albany, N. Y., TOA, and Mrs. ROSENTHAL are the parents of a son born on Tuesday.

REGINA MOLSEED, head booker at the 20th Century-Fox Omaha branch, recently was in the St. Joseph's Hospital there for surgery.

KETTI FRINGS, writer, will leave here today for Bermuda to recuperate from an operation.

KARL MACDONALD, Warner International vice-president, has left here for Havana.

FLOYD FITZSIMMONS, M-G-M exploiter at Albany, N. Y., has left there for Buffalo.

Gualino to Report on MPAA Foreign Unit

Dr. Renato Gualino, president of the Italian Film Producers Association and first of the elected delegates from Europe's film-producing countries to serve on the MPAA's Advisory Unit for Foreign Films, will meet the press at the MPAA offices here this morning. He will return to Rome this weekend to report on his reactions to the MPAA project and appraise its potentialities for Italian film producers and the industry.

Gualino has conferred with leading circuit heads and film executives in the East and recently returned to New York after conferences in Washington and Hollywood.

75th Week for 'Red Shoes'

The British-made "Red Shoes" will begin the 75th week of its run at the Bijou Theatre here tomorrow. The film, a J. Arthur Rank presentation released here by Eagle-Lion, has broken every record for length of run of any English sound film in the U. S., E-L reported yesterday.

Annual 20th Meet May 16

Twentieth Century-Fox has set May 16 as the date for the company's annual stockholders meeting.

New 3-Dimensional Projection Is Shown

Vitarama Corp. has been holding continuous demonstrations of its new three-dimensional system of projection at its Huntington, L. I., plant. Being financed by Rockefeller interests, the system is said to involve triple projection and a concave screen. A steady stream of producers and exhibitors has been examining the invention in operation at the plant.

Reports that arrangements have been made for installation of the system in the near future at one of the Broadway "showcase" houses were denied yesterday.

Faught NTFC Speaker

Dr. Millard Faught, director of the Faught Co., will be the guest speaker at the dinner-meeting of the National Television Film Council tonight at the Brass Rail Restaurant here, it is announced by Melvin L. Gold, NTFC president. Subject of Dr. Faught's talk will be "Who Will Pay for TV Film Programs?"

Bacon Acquires Property

HOLLYWOOD, March 29.—Lloyd Bacon has acquired screen rights to "Venus Mahoney" for independent production. Release probably will be through Columbia.

Truckload of Prints Destroyed by Fire

Boston, March 29.—A fully loaded film truck owned by Thomas Cleaveau was totally destroyed by fire late last night. The truck was traveling north from Boston to deliver films for showings in theatres in Vermont and New Hampshire opening today and tomorrow. The fire occurred at Bellows Falls, Vt.

Nearly all film exchanges in Boston were affected by the film loss.

Doughton Hopes for Tax Bill by May 1

WASHINGTON, March 29.—House Ways and Means Committee Chairman Doughton (D., N. C.) said today he hoped his committee would have a tax bill ready by May 1, but admitted it was just a hope.

Doughton made the statement after committee Democrats held a two-hour closed-door session with Speaker Rayburn and House Majority Leader McCormack.

The committee, Doughton admitted, has "been getting along too slowly" in its executive session work on taxes so far. He said the Democrats, in an attempt to speed things up, had agreed to "meet earlier and more frequently and talk less."

Doughton said he doubted the committee would vote even tentatively on excises before the Easter recess starts early next month. If this prediction proves right, it would give the industry a good chance to contact Ways and Means Committee members before any excise voting starts while they are back in the districts during the Easter recess.

Video Can Help Film Industry: Raibourn

Television could help the film industry if everyone worked to that end, Paul Raibourn, vice-president of Paramount and president of Paramount Television Productions, told a luncheon-meeting of the New York Film Board of Trade here yesterday. He said there is no reason to fear the new medium.

Raibourn is an advocate of more extensive use of large-screen video facilities in theatres and special-type trailers promoting films on standard telecasts.

Skouras in Midwest

KANSAS CITY, March 29.—Charles P. Skouras, president of National Theatres, with Fay Reeder and Seymour Pizer of NT's Publicity Department, and heads of divisions ended a two-day conference at Fox Midwest's home office here yesterday, chiefly on applying the 20th-Fox "Showmanship" program to the approaching "Charles Skouras Drive" of National Theatres.

EVERYTHING'S

O'Grady

AT
RADIO CITY
MUSIC HALL
TODAY!!!

THE
'SILVER LINING'
SWEETHEARTS
IN ANOTHER
WARNER BROS
MUSICAL THAT'S
SOLID GOLD!

The Daughter of Rosie O'Grady

IN COLOR BY
TECHNICOLOR

STARRING
JUNE HAVER • GORDON MACRAE

JAMES BARTON **CUDDLES SAKALL**
and 'Warners' handsome
dance-some New Star!
GENE NELSON



DIRECTED BY **DAVID BUTLER** SCREEN PLAY BY JACK ROSE, MELVILLE SHAVELSON & PETER MILNE
FROM A STORY BY JACK ROSE AND MELVILLE SHAVELSON • MUSICAL DIRECTOR RAY HEINDORF PRODUCED BY **WILLIAM JACOBS**

'One Holdout' On Films for Test: Zenith

Only one motion picture producer has turned down Zenith Radio Corporation's request for films with which to conduct its 90-day test of Phonevision, which will be made in 300 selected Chicago homes starting next Sept. 1. H. C. Bonfig, Zenith vice-president, said yesterday at a press demonstration of the telephone-television system at the Waldorf-Astoria Hotel here yesterday.

Bonfig said Zenith has been promised films dating from 1937 "up to some not yet released" for the Phonevision test. He declined to identify the films or their producers, however, saying that they could not be made known until the week of the tests.

The consumers' research department of the University of Chicago will select the homes in which the test will be conducted. The tests will not be limited to Zenith television receivers, it was said, but will utilize other makes also. Installations of equipment will be made in the homes selected, it was said.

Make Dire Predictions

Dire predictions of the fate of motion picture theatres were made by Zenith company officials at the demonstration. One speaker said that 1,000 theatres were closed last year, a statement which no available industry statistics supports. It was predicted that 9,000,000 television sets will be in use by the end of this year, with each set "taking an average of four persons away from the film theatre."

Demonstration of the Phonevision equipment was unimpressive, being limited to examples of distortion of standard television broadcast without Phonevision, and contrasted with cleared reception with the Phonevision equipment. No film was used in the demonstration of the equipment.

Lippert Team Will Tour 22 Key Cities

HOLLYWOOD, March 29.—Jimmy (Shamrock) Ellison and Russ (Lucky) Hayden, newly-teamed by Lippert Productions as "The Irish Cowboys," will visit 22 Lippert exchange centers during April for meetings with circuit buyers, press and public officials.

The tour will open on April 4 at Dallas and will include New Orleans, Memphis, Charlotte, Atlanta, Philadelphia, Washington, New York, Boston, Pittsburgh, Buffalo, Detroit, Cleveland, Cincinnati, Indianapolis, St. Louis, Chicago, Des Moines, Kansas City, Oklahoma City, Denver and Salt Lake City. The pair will be accompanied by John del Valle, as tour manager and publicist.

MPAA Fetes Publishers

Motion Picture Association of America's International Film Relations Committee was host at a cocktail party at the 21 Club here yesterday for four visiting Argentine newspaper publishers. They were Emilio Rubio, *El Mundo*; Emilio Solari Taravicini, *Noticias Grafica*; Martiniano Passo, *Democracia*, and Julio Lopez Pajaro, *La Manna bel Mar del Plata*.

Saturday Is 'Bing Crosby Day' in Front Royal, Va.

FRONT ROYAL, VA., March 29.—One of the most festive film premieres in recent years in this area will be held on Saturday, when Paramount's new Bing Crosby picture, "Riding High," opens in this small Virginia town. A special benefit showing of the picture at the Park Theatre will climax a day marking the dedication of a new Front Royal athletic field to be named "Bing Crosby Stadium."

Crosby will be co-host at the opening with State Senator Raymond R. Guest, general chairman of "Bing's Day." Their guests are scheduled to include: Vice-President Alben W. Barkley; Governor John S. Battle of Virginia; Governor Okey L. Paterson of West Virginia; U. S. Senators Harry F. Byrd and A. Willis Robertson; Secretary of the Army Gray; James F. (Slim) Carmichael, president of Capital Airlines; A. W. Schwalberg, president of Paramount Pictures Film Distributing Corp., and Max E. Youngstein, national director of advertising publicity of Paramount.

The events will be covered by more than half-a-hundred newspapermen and radio commentators. Approximately 40 of them will be flown from New

York tomorrow afternoon. They will land at Martinsburg, West Va., in the vicinity of Front Royal, and they will be escorted by motorcycle police to Front Royal. Another group will motor to the premiere from Washington and Virginia.

Morrow, Siegel to Attend

Crosby, accompanied by Bill Morrow, producer of the Crosby radio program, and by Norman Siegel, studio publicity director for Paramount, will travel from Hollywood by train, arriving Friday afternoon in time for the first of three Coast-to-Coast broadcasts scheduled for Bing.

The main events will begin Saturday morning with a parade, featuring 12 bands, a fire department display, floats provided by fraternal and veteran organizations and special competitions held for the marchers. Bing will donate prize cups.

This will be followed by the dedication of "Crosby Stadium." Dedication ceremonies will include: choral singing; a band concert; the presentation of gifts to Crosby by local admirers, and a program of track and field contests.

AMPA Slate to Be Drawn Up by Seven 400 Pay Tribute to Exhibitor Silverman

A nominating committee of seven was selected at yesterday's luncheon-meeting of the Associated Motion Picture Advertisers at the Hotel Edison here, comprising Rutgers Neilson, David Bader, Lige Brien, Evelyn Korman, Chester Friedman, Vincent Trotta and Ray Murray. Elections have been set for April 27.

Yesterday's meeting, presided over by AMPA vice-president Harry McWilliams in the absence from New York of organization president Max E. Youngstein, was held primarily in honor of members of the National Cartoonists Society as sources of material used in motion pictures. Columbia vice-president Jack Cohn introduced the cartoonists who demonstrated their art for AMPA members and luncheon guests.

To Film "Wall" Abroad

The film to be based on the novel, "The Wall," will be made in Europe, according to the Selznick Releasing Organization, which has acquired film rights to the book, written by John Hersey. Production will be under the Vanguard banner, with worldwide distribution by Selznick Releasing Organization.

Cite 2 for 'Brotherhood'

Ted R. Gamble, national chairman of the "Brotherhood Week" committee, reports that Balaban and Katz and Publix Great States Theatres, Chicago, far exceeded their 1949 results in the recent Brotherhood campaign.

Pilgrim Televises Bouts

BOSTON, March 29.—American Theatres' Pilgrim Theatre tonight gave Boston its first boxing show over theatre screen television, with the telecast of the Golden Gloves inter-city finals from Chicago.

PROVIDENCE, March 29.—Archibald Silverman, prominent local industrialist, philanthropist and head of the Strand Realty Co., operating the Strand Theatre here, was honored by more than 400 friends and associates at the Sheraton-Biltmore Hotel on his 70th birthday.

Among state and city officials present was Governor John O. Pastore, who said, "Silverman exemplifies and typifies the great contribution made in this country by people of the Jewish faith." Clergymen of all denominations attended, along with owners, managers and operators of theatres, and newspaper, radio and television representatives.

To Attend Texas Bow Of Torres Picture

Miguel Contreras Torres, producer-director, and Medea de Novara, star of "Sinner of Magdala," are leaving here today for Dallas to attend the Texas premiere of their picture at the Coronet Theatre there on Sunday. Torres will go to Mexico City after the premiere. He has produced and directed 25 pictures in Mexico and Hollywood.

"Sinner of Magdala" is booked in first run theatres in Detroit and Cincinnati next week.

Stars at Theatre Opening

HOLLYWOOD, March 29.—Monogram stars Whip Wilson and Reno Browne made personal appearances at the opening of the new Garman Theatre in Montebello, Cal., tonight.

'Children's Films' Meet

"Better Films for Children" will be the topic discussed at an all-day forum session of the United Parents Association of New York on April 22 at the Willkie Memorial Auditorium here.

Arbitration With 'Teeth' Seen Needed

Possibility of securing enforcement by Federal law of decisions which would be rendered under any future industry arbitration system is being conjectured by 20th Century-Fox distribution vice-president Andy W. Smith, Jr., who last week indicated he will take up with distribution chiefs of other companies discussion looking to the establishment of a plan of industry-wide arbitration.

Smith's belief that an arbitration system may require "teeth" to be completely effective in settling exhibitor-distributor disputes has been echoed by Eagle-Lion distribution vice-president William J. Heineman. The latter contended that because the arbitration procedure that was pursued in the past in conjunction with the American Arbitration Association provided for no penalties for failure to adhere to decision, it failed to be wholly effective.

Arbitration Not Compulsory

Whether a meeting of distributors on the possibility of setting up an arbitration system would decide on, or even discuss, applying for Federal legislation to provide for enforcement is uncertain. It is understood, however, that no attempt will be made to make arbitration compulsory. The theory behind enforcement is presumed to be that when parties to a dispute agree to arbitrate the carrying out of a decision should be mandatory.

Smith, who emphasized that he was not a "sage" on the subject of arbitration, pointed out that enforcement is but one of many matters, including limitation of arbitrable subjects and limitation of damages, that will have to be ironed out in future discussions. He indicated that he may await receipt of the expected formal request by Theatre Owners of America president Sam Pinanski, asking distributors to initiate exhibitor-distributor conferences on arbitration before undertaking to confer with other distribution executives on the subject.

Expect Request This Week

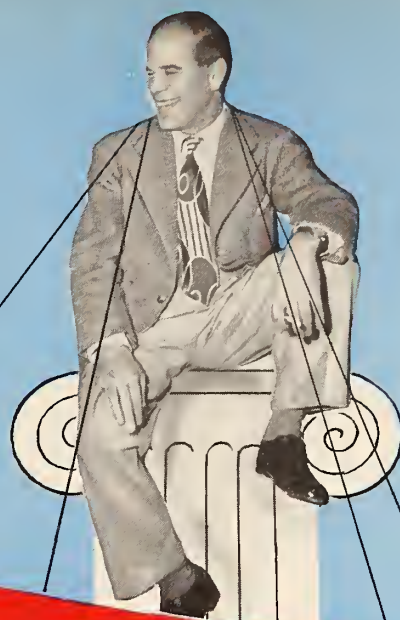
Pinanski was authorized by the TOA executive committee early this month to make such a request. It is expected that the request, in the form of letters, will be sent to distributors this week.

Smith thinks it is possible that if the motion picture industry were to succeed in securing Federal legislation that would put "teeth" into arbitration, such legislation could be made applicable to all industries.

NBC-TV Promotes Myers

J. R. Myers has been appointed assistant to National Broadcasting's director of television operations, Carlton D. Smith. Myers will continue to perform his present duties as television controller pending appointment of a successor in that position. Myers started with NBC in 1936 as research statistician. He was named video controller last November.

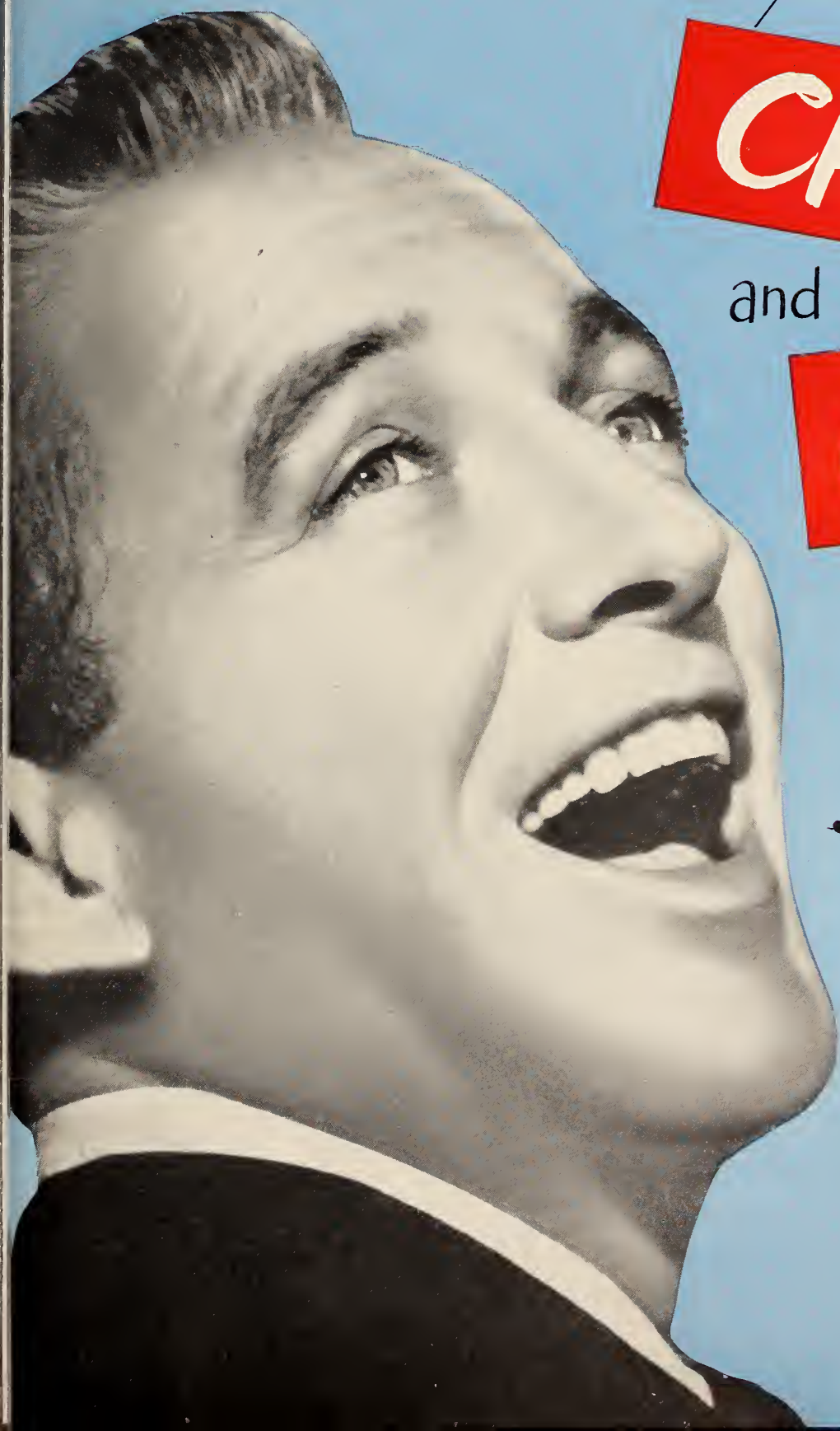
You'll be "Riding High" with



CROSBY

and

CAPRA



PARAMOUNT'S FIRST FROM CAPRA is

YOUR BEST FROM

"BEST CROSBY
IN A LONG TIME!" —Boxoffice

"BEST CROSBY THAT'S COME ALONG!" —Variety

"HERE'S THE CROSBY EVERYBODY ENJOYS!" —Showmen's Trade

"CAPRA AND CROSBY—WHO COULD ASK FOR MORE

"BEST CROSBY IN SOME TIME!"

"A HUMDINGER FOR TOP 1



view
Film Bulletin
Exhibitor
"EY!"—M. P. Daily

BING! CROSBY

Coleen Gray
Charles Bickford
Frances Gifford
in
FRANK CAPRA'S
"RIDING
HIGH"

WILLIAM DEMAREST · with RAYMOND WALBURN · JAMES GLEASON
WARD BOND · CLARENCE MUSE · PERCY KILBRIDE · HARRY DAVENPORT

Produced and directed by FRANK CAPRA · Screenplay by Robert Riskin
Additional Dialogue by Melville Shavelson and Jack Rose · Based on a Story by Mark Hellinger
New Songs: Lyrics by Johnny Burke · Music by James Van Heusen

it's the gayest thing that'll happen this spring because...



FRANK CAPRA'S RIDING HIGH

HAS "EVERYTHING A PICTURE
NEEDS TO BRING IN PATRONS!"

says Independent Film Journal



4 NEW BURKE AND VAN HEUSEN SONGS including "Sunshine Cake", sensational number that's inspired a terrific national tieup you'll find in the pressbook.



SPINE-TINGLING TURF CLASSIC with Bing's horse, Broadway Bill, tearing down home stretch in a stand-up-and-cheer climax that Red Kann in M.P. Herald calls "a thriller"!



"THE INCOMPARABLE CAPRA TOUCH," lauded by Film Bulletin, is in scene after scene—like this one in which Bing matches wits with a slick pair of racetrack touts.



FAMOUS MARK HELLINGER STORY in which Bing is crazy over horses—and over Coleen Gray, his cutest co-star in years. They make a swell team.



PLUS 2 ALL-TIME FAVORITE TUNES, "Camptown Races" and Yale's famed "Whiffenpoof Song" sung by Bing in "one of the funniest comedy scenes of the year," says Variety.



GLAMOR GALORE—and Bing courts two of the prettiest daughters a millionaire ever had . . . in some of the most hilarious scenes that Frank Capra ever directed!



the company with winners like Cecil B. DeMille's "Samson and Delilah," Color by Technicolor; William Wyler's "The Heiress"; "Captain Carey, U.S.A."—followed soon by "No Man Of Her Own" and "The Eagle and The Hawk," Color by Technicolor.

Bing's
Minute Maid
orange juice



is
"Riding High,"
too!

Minute Maid Corporation, 445 Park Avenue, New York 22, N. Y.



Cut Yourself A Piece Of

SUNSHINE CAKE

Bing

Johnston Reports to MPIC on UK Trade; Hits Senator's Bill

HOLLYWOOD, March 29. — Eric Johnston last night told the Motion Picture Industry Council that he will continue to maintain close contact with the organization and all Hollywood groups with respect to plans for the impending re-negotiation of the British trade pact and for combatting headline-seeking attacks launched by Senator Edwin C. Johnson. In the latter connection, the Motion Picture Association president said:

"I firmly reject any suggestion from Senator Johnson that I become the czar of Hollywood morals. I am not a commissar and I know nobody who wants that job in America. I have always believed in self-regulation. That is why I have supported to the utmost both the MPIC and the Council of Motion Picture Organizations.

To Confer with AMMP

Johnston declined to comment on the effect that foreign pressures for the production of more films abroad by American companies may have on studio employment here, pending a meeting tonight with the executive committee of the Association of Motion Picture Producers, comprising major studio heads, and indicated that his views on this matter will be expressed for the first time at a meeting with the Hollywood Council of AFL Guilds and Unions tomorrow at noon.

Breen, Burstyn Talk 'Thief' Issues Here

Production Code Administrator Joseph I. Breen and foreign film distributor Joseph Burstyn conferred here yesterday and will meet again today to review the issues surrounding the Production Code Administration's decision not to issue a seal of approval to the Italian-made picture, "The Bicycle Thief," unless two specific cuts are made in it. The PCA decision was upheld on Tuesday by the Motion Picture Association of America's board here, following a hearing at which Breen as well as Burstyn, the picture's distributor, testified.

Burstyn said yesterday that he will withhold comment on the MPAA board's decision until after he and Breen complete their present talks.

Century's 34th House Will Open April 8

Century Theatres will open the newest addition to its circuit of 33 theatres on Saturday, April 8. The Shore Theatre, at Huntington, L. I., will open with 20th-Fox's "Cheaper by the Dozen." Dick Tretler will be manager.

Einfeld in U. K.

(Continued from page 1)

derstood that he has canceled a stop at Geneva in order to do this.

Friday's luncheon, called by the film industry's leading organizations here, will be presided over by Sir Philip Watter, board chairman of Associated British Pictures Corporation. He will turn the floor over to Einfeld, who in turn will seek to stimulate a "free-for-all" forum discussion among the showmen in attendance.

Review

"Rapture"

(Goldridge, Inc.-Film Classics)

PRODUCED in Italy by David M. Pelham and Robert Goelet, Jr., "Rapture" recites at a pedestrian pace and with a modicum of believability what turns out to be a tragic episode in the career of a young modern-day Roman sculptor of professional standing. Very much on the credit side of the picture, however, are its photography and beautiful scenes of the Italian countryside that punctuate the footage. In bringing such scenes to the screen, director Goffredo Alessandrini compensates considerably for the flat dramatics that characterize other parts of the film.

Glenn Langan, playing the sculptor, is revealed as a handsome, emotional artist who is constantly preoccupied with beauty of the feminine variety. While strolling the environs of an old country castle one evening he sees on a distant rock in a lake the nude form of a girl swimmer who dives into the water and disappears. The sculptor decides to hire a house on the property and mould from clay the figure he saw standing on the rock. He falls in love with the beautiful, but mentally disturbed, daughter of the castle's owner. Later he has an affair with the girl's sister not knowing her identity.

When she is revealed as the sister, the young man from that point on appears to be torn between the spiritual love he has for the first girl and the physical attraction he has for the second. When he is certain finally that the spiritual emotion is the stronger he asks the father (Douglass Dumbrille) if he may wed the first daughter, but the latter overhears the father refuse because her mental condition is beyond cure. The girl then throws herself to death from the castle tower. The cast includes Elsy Albin, Lorraine Miller, Eduardo Ciannelli, Harriet White and Alessandrini. The screenplay, written by Geza Herczeg, David M. Pelham and John C. Shepridge, was adapted from Dr. Arpad Herczeg's "Invasion on the Lake." The original story is by Geza Herczeg. Dialogue is in English.

Running time, 79 minutes. Adult audience classification. For April release.

CHARLES L. FRANK

WCBS Gets 23 for TV

(Continued from page 1)

Leo Carillo and Zasu Pitts; "House Across the Bay," Joan Bennett, George Raft and Walter Pidgeon; "Vogues," Warner Baxter and Joan Bennett; "History Is Made at Night," Charles Boyer and Jean Arthur; "You Only Live Once," Henry Fonda and Sylvia Sydney; "Blockade," Fonda and Madeleine Carroll; "I Met My Love Again," Fonda and Alan Marshall.

The others are: "Stagecoach," John Wayne, Claire Trevor and Thomas Mitchell, directed by John Ford; "To Be or Not to Be," Jack Benny and Carole Lombard, an Ernst Lubitsch production; "Crystal Ball," Paulette Goddard, Ray Milland and William Bendix; "Foreign Correspondent," Joel McCrea, Laraine Day, Herbert

Marshall and George Sanders, directed by Alfred Hitchcock.

Also, "The Kansan," Richard Dix, Jane Wyatt and Albert Dekker; "Silver Queen," George Brent and Bruce Cabot; "Slightly Honorable," Broderick Crawford, Edward Arnold and Pat O'Brien; "Eternally Yours," Crawford, Loretta Young and David Niven; "Young and Willing," Susan Hayward and William Holden; "Woman of the Town," Claire Trevor and Albert Dekker.

Also, "I Married a Witch," Fredric March and Veronica Lake, directed by Rene Clair; "Winter Carnival," Ann Sheridan and Robert Armstrong; "American Empire," Richard Dix and Preston Foster, and "Buckskin Frontier," Dix and Jane Wyatt.

Bond Drive

(Continued from page 1)

other industries, went over drive plans with Treasury officials today. The drive opens May 15 and closes July 4.

Motion picture industry projects discussed include a film short about the Liberty Bell, symbol of the drive, posters, trailers, newsreels, pressbooks, and other promotional activities. Pinanski will remain in Washington tomorrow to discuss further plans with the Treasury.

Aides Also Attend

With Pinanski today were Paul Levi, of American Theatres; Arthur Schmidt, advertising-publicity director for Columbia and head of the industry's advertising-publicity committee for promoting the bond drive; Ray Bell, assistant to Schmidt; and Colonel Elliot Niles, of Boston, who has been named by Pinanski to work on promotional plans in which the industry will need the cooperation of the military.

Schmidt and Bell returned to New York late tonight, and Schmidt said

UJA Dinner

(Continued from page 1)

Brandt; Fred J. Schwartz is committee treasurer.

The campaign dinner is expected to attract 1,000, the proceeds from which will go to the rescue, relief, rehabilitation and resettlement program of the UJA, and the program in behalf of human rights maintained by JDA-supported agencies—the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Taking leading roles in organizing the dinner are Simon H. Fabian and Samuel Rosen of Fabian Theatres; Eugene Picker and Benjamin Fielding of Loew's; Edward Rugoff of Rugoff and Becker; Chick Lewis, Arthur Mayer, and George Dembow of National Screen.

he expected to announce his full committee early next week.

At a banquet this evening given by Secretary of the Treasury Snyder, Pinanski sat at the speaker's table, along with other industry committee chairmen.

Urge TOA Groups To Set Up Six Trade Committees

KANSAS CITY, March 29.—Theatre Owners of America is recommending to affiliates that they each set up within their individual organizations six committees covering publicity and public relations, taxation and legislation, theatre television, operating cost economies, fair trade practices and merchandising concessions.

After apprising the Kansas-Missouri Theatre Association convention of this yesterday, TOA executive director Gael Sullivan was informed by KMTA president Dale Danielson that his organization would follow his recommendation. Danielson immediately appointed committees.

Face Real Challenge

"Exhibition is moving into a real challenge today," Sullivan told the convention, "in facing the elements that are competing for the amusement dollar and in launching into the kind of showmanship that will win new patrons to the box-office."

Sullivan continued: "Above all, we need a constant flow of good product. Producers have an obligation to us to provide good product and we have an obligation to them to provide fine theatres and good showmanship in the exhibition of their product. More and more do exhibitors recognize that the motion picture house of today must become the community house of tomorrow. KMTA deserves the highest citation for the manner in which they have made public service just as important as profits."

RCA Demonstrates Color Video Tube

WASHINGTON, March 29.—A demonstration of an electronic color television tube was held here today by RCA. The new picture-tube is viewed directly on the face of the screen, the same as black-and-white pictures are seen on the majority of television sets. Color pictures are reproduced all-electronically.

In New York yesterday, Frank Stanton, president of Columbia Broadcasting, said if the RCA-developed single tube for color television is fully practicable for home use it could be used in the CBS-developed color-TV system.

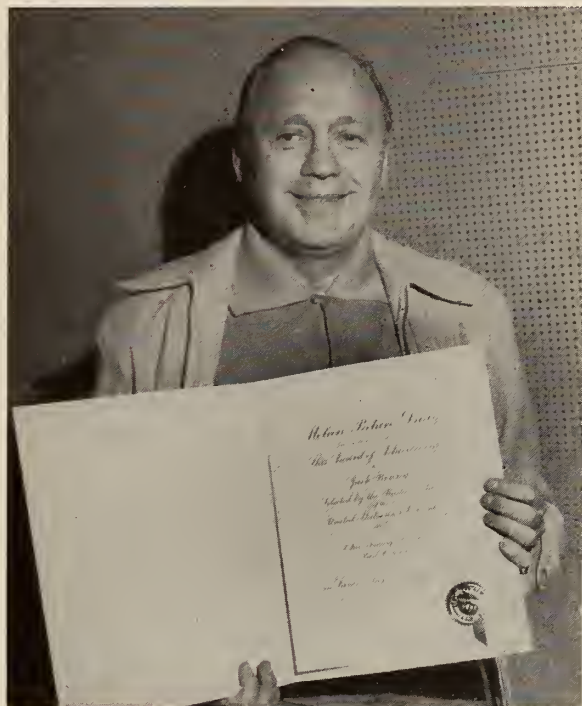
Drake Joins Lippert

HOLLYWOOD, March 29. — Herb Drake has been added to Lippert Productions' advertising-publicity department as its Eastern representative, ad-publicity head Marty Weiser announces. Drake, former New York Herald-Tribune drama critic and Columbia Pictures publicist, will first exploit Eastern Seaboard openings of "The Baron of Arizona."

SCTOA Names Three

LOS ANGELES, March 29.—Two subcommittees, advertising-publicity and budget-finance, the first headed by Ed Fisher and Alfred Srere; the second by Bernard J. Leavitt, were appointed by the Southern California Theatre Owners Association to work on the "Showmanship Festival" planned for August.

Radio Stars Awarded Annual Scrolls



Jack Benny

Voted Champion of Champions in Motion Picture Daily's 14th annual radio poll for "Fame."



James Melton

Best Popular Male Vocalist



Dinah Shore

Best Popular Female Vocalist



Eve Arden

Best Comedienne



Gordon MacRae

Most Promising Star of Tomorrow



Dorothy Kirsten

Best Classical Female Vocalist



William Spier

Producer, "Suspense," Best Mystery Show



Ralph Edwards

Best Audience Participation Program "Truth and Consequences"



Groucho Marx

"You Bet Your Life," Best Quiz Show



He makes the most of moonlit moments . . .



IT'S mighty important to star . . . director . . . movie-goer . . . to have this moonlit moment come alive upon the screen.

And when it does—in all its subtlety of mood in light and shadow—the credit's due in no small measure to the important contribution of the laboratory control engineer.

For his knowledge of photochemistry, his "eye" for photographic quality . . .

his vigilant control of printing density and contrast . . . do much to make moonlight footage *look* like moonlight, and help to bring out the best in every frame of film.

Quality of film contributes, too; and this important assistance the laboratory control engineer is sure of when he works with the famous Eastman family of motion-picture films.

EASTMAN KODAK COMPANY

ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

Majors Seek Venue Change

WASHINGTON, March 29.—Attorneys for seven major distributors who have been sued here by the Center Theatre of Hampton, Va., have asked the District Court to transfer the case to Newport News.

The Center brought an injunction and damage suit against all major distributors except Loew's, claiming it was being injured by the run-and-clearance status assigned to it. The distributors today told the Court here that it would be more convenient for witnesses if the case were heard in Newport News. Attorneys for the Center will oppose the change of venue motion.

Theatre Deals

(Continued from page 1)

rent trend of sound investment funds seeking new markets," according to Fass, management director of the fund. A Fass and Wolper statement described Fass as having had 25 years' experience in the management of funds.

"A prerequisite in all deals is a suitable market survey report prepared by specialists in the field such as the W. E. MacKee group and others," the statement concluded.

Drop Three from Board

TORONTO, March 29.—Robert H. Winters, a member of the cabinet,

Review

"The Capture"

(Showtime Properties, Inc.-RKO Radio)

LEW AYRES' first screen appearance following his sensitive performance opposite 1948 Academy Award winner Jane Wyman in "Johnny Belinda" should be good news for exhibitors and their customers. It is unfortunate, however, that "The Capture," the vehicle marking Ayres' return, should fall short of the entertainment target set for it. With Teresa Wright costarring, and with the added prestige of names like Niven Busch, who wrote and produced, and John Sturges, who directed, "The Capture" is, on paper, what might be termed "a natural." On the screen, however, this story of a confused man's parrying with his conscience against a background of Mexican terrain and towns, is a vain attempt at moral profundity and noble purpose. While the general idea was a good one, and no doubt could be made into an A-1 picture, the story-line that Busch wove is too thin to support it here. Artificiality is much in evidence.

Ayres plays the foreman of an American oil refinery in Mexico who, having killed a fugitive payroll robber following a lone pursuit, is nagged by doubts as to whether he was justified in shooting the man, who was unarmed. Although it is not quite clear why he should do so, Ayres is impelled by these doubts to turn his back on his career. His wandering about Mexico without definite destination takes him eventually to the shabby ranch house of the dead man's widow (Miss Wright) for whom he becomes a cattle hand. She discovers, ere long, the true identity of the stranger. After some psychological flip-ups, the two marry. But Ayres' nagging conscience again sends him afield, this time in search of the real payroll robber. (He is convinced by now that the man he shot was tricked into appearing to be the robber.) Ayres' probings lead to the real villain whom he kills accidentally in a brawl; then follows police pursuit and Ayres' capture ultimately in the mountain hut of a priest to whom (in flashback) he had been reciting his story. Locked in each others' embrace at the fadeout, Ayres and Miss Wright are confident he will be acquitted of murder and they will be free to enjoy the future happily on the ranch. Victor Jory, Jacqueline White, Jimmy Hunt, Edwin Rand and others round out the cast. The picture is identified as a Showtime Properties, Inc., feature.

Running time, 81 minutes. General audience classification. Release date, April 8.

announced in the Canadian House of Commons today that three employees of the National Film Board had been permitted to resign following a loyalty probe by the Royal Canadian Mounted Police.

Arnall, McGrath

(Continued from page 1)

during the following week for meetings with government officials and then will be back in New York. He will stay here for a few days and will then leave for the Coast.

Except for Fox West Coast, circuits and closed territories complained about by the SIMPP were not identified by Arnall.

See New Strategy

Meanwhile, it is understood the Society has under consideration a new strategy in its battle against what it considers monopolistic situations here.

Unhappy with the long delays in its action against United Detroit and Michigan Cooperative, the group is thinking in terms of having new suits filed by a single producer member as a means of cutting down on time for court preliminaries. Depositions by all of the plaintiff producers in the Detroit suit have caused many months' delay in getting the case to trial. If only one producer instituted a new action, a minimum of preliminary work would be required, the case could be expedited, and the same result would be achieved, it is felt.

Skouras, RKO Agree

(Continued from page 1)

with "forcing" itself into the theatres involved in the partnership. It is understood RKO has been preparing answers which would have the effect of hitting back with the same accusations and also seeking damages.

Curfew for Scottsbluff

SCOTTSBLUFF, Neb., March 29.—Police Chief Marvin Nelson has announced strict enforcement of a 9:30 P.M. curfew for youngsters under 16. Recent upsurge in street loitering is the reason.

Industry in India Plans to Form Central Federation

WASHINGTON, March 29.—Twenty-one organizations of the motion picture industry in India met in Bombay recently to discuss formation of the Film Federation of India, the U. S. Commerce Department reports.

Purpose of the organization is to function as the central organization of the entire Indian film industry. The meeting discussed the new central censorship bill, taxes, the number of theatres, and documentaries.

Commerce said that the Indian Minister of Information has announced that the new central censorship authority will consist of a central censor, assisted by three deputy censors at the three producing centers of Bombay, Madras and Calcutta. Though each of these three would be advised by a panel, ultimate authority would be in the Central Censor.

Foreign Picture is Screened by MPAA

First trade screening of an imported picture under the sponsorship of the Motion Picture Association of America's Advisory Unit for Foreign Films took place here yesterday with the showing of the Italian-made "Sky Over the Marshes" for 60 affiliated and independent distributors.

Leopold Lippe, who holds American rights to the film, had called upon B. Bernard Kreisler, executive director of the MPAA unit, to set up the screening which was held at the Universal-International home office. Providing screening facilities is one of the services of the unit which is designed to assist foreign producers who are seeking a market here.

Finance Plan

(Continued from page 1)

providing producers with difficult-to-get second and end money financing and which would permit the producer a freer than usual rein on his own productions. Although the identity of the financing groups was not disclosed, it is known there are no banks involved.

Representatives of the New York money-men will attend the SIMPP session on the Coast to explain the projected program to producers and determine its acceptability, it is understood.

ANSWER TO YOUR TECHNICAL PROBLEMS . . .



*The Altec
Service Man and
the organization
behind him*



161 Sixth Avenue,
New York 13, N. Y.

The
Altec
Service
Man

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

BANKING FOR THE
MOTION PICTURE
INDUSTRY

BANKERS TRUST
COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

THE FILM BUYER'S RATING

*A new service in
MOTION PICTURE HERALD
starting this week.*

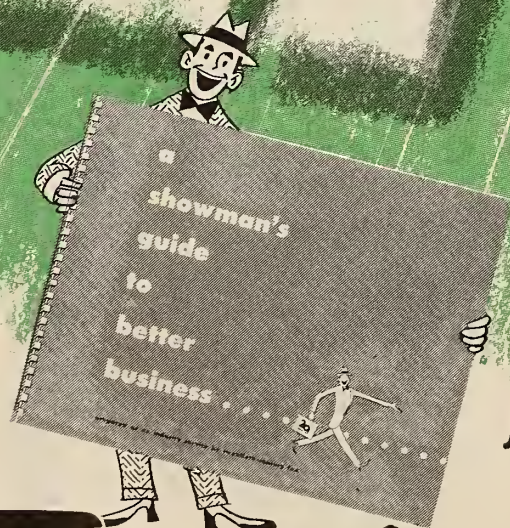
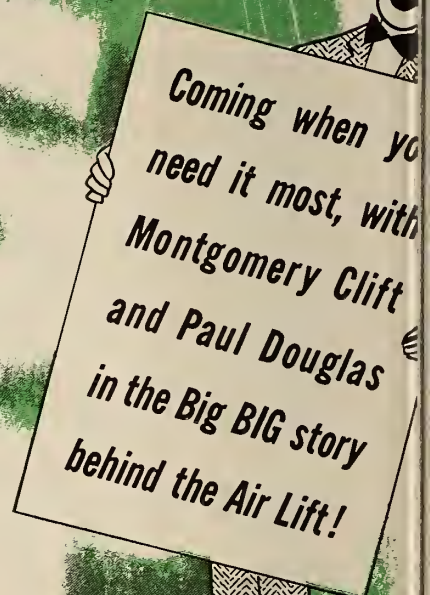
In it product will be rated by operators and film buyers of independent circuits throughout the country. Films evaluated will be those which have been screened by the circuit buyers but which have not yet played their theatres. Thus Herald exhibitor-readers across the nation may profit from the expert appraisal of pictures by men whose business it is to know product and its box office potential.

MOTION PICTURE HERALD





...AND BEST OF ALL...



Join the Campaign today!

There's No Business Like **20** Business!
CENTURY-FOX

FIRST
IN
FILM
NEWS

DO NOT REMOVE

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. 67. NO. 62

NEW YORK, U.S.A., FRIDAY, MARCH 31, 1950

TEN CENTS

20th-Fox Net For 1949 Is

\$12,415,146

Gross for Year Is Up \$6,120,000 Over 1948

Net profit of \$12,415,146 for 1949 was reported by 20th Century-Fox yesterday. The result compares with a profit of \$12,509,265 for the preceding year. In the final quarter of 1949, the company's consolidated earnings were \$4,215,133, compared with earnings of \$3,389,652 for the corresponding 1948 quarter. Earnings for the third quarter of 1949 were \$2,504,334.

Film rentals and theatre receipts of 20th Century-Fox for 1949 showed an increase of \$6,120,000 over 1948, aggregating \$169,518,727 last year, compared with \$163,395,878 in the preceding year.

In a message to stockholders accompanying the report, Spyros P. Skouras, 20th-Fox president, gave an outline of the company's recent "Showmanship" meetings to increase

(Continued on page 6)

RKO Asks for More Time to Complete Its Divorcement

WASHINGTON, March 30.—RKO attorneys today initiated talks with the Department of Justice here on an extension of the May 8 deadline for completion of divorcement under its consent decree in the industry anti-trust suit.

In the absence of comment from either side, reports were that RKO is seeking considerable additional time, ranging from six to 18 months.

(Continued on page 7)

Skiatron Says RCA Competes Unfairly

WASHINGTON, March 30.—Skiatron Corp. of New York today complained to the Federal Communications Commission that RCA had been unfairly competing against its theatre television projection equipment.

Skiatron, which claims its "Super-sonic Theatre TV Projector" is the only reasonable-priced projector and

(Continued on page 7)

Says Johnson's Charges Give Little Reason for Licensing Films, Actors

Washington, March 30.—The *Washington Post* said editorially today that whatever evidence Senator Ed Johnson may have to support the "whirling charges" he has been making against Hollywood, "we doubt very much that it would add up to a good reason for a bill to place all actors and actresses under some form of Federal license."

The *Post* said if anything is wrong with the film business, moviegoers must bear a share of the responsibility. "If the scandal (about the Rossellini-Bergman affair) had not been so widely relished, far less publicity would have been given to it," the paper said. "If the movies are in need of reformation, the best and surest way to go about it would be to reform ourselves."

The *Post* also carried a syndicated cartoon by Herblock showing a Congressman at his desk with an attractive woman labeled "special interests" on his lap. The Congressman is saying, "I think I'll investigate Hollywood's morals."

U.S. Production Abroad Aids Studio Jobs, Says Johnston

Reagan Will Lead Distributors in Savings Bond Drive

Film distributors who will spark the industry's participation in the 1950 U. S. Savings Bond Drive will be directed by Charles Reagan, M-G-M's assistant general sales manager, it was announced yesterday by Samuel Pinnanski, who heads the industry's committee for this national effort.

Reagan will serve as chairman of the distributor's committee which will be made up of film exchange heads in every major city. These committee-men, whom Reagan is expected to appoint shortly, will coordinate bond promotion efforts with exhibitor leaders throughout the nation for the drive

(Continued on page 7)

SIMPP Turns to RFC for Finances

WASHINGTON, March 30.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, revealed today that "several" members of his organization have applied to the Reconstruction Finance Corporation for loans to finance film production activities.

The Independent Motion Picture Producers Association has been discussing recently the RFC as a source of funds and it is understood that at least one or more IMPPA members

(Continued on page 7)

HOLLYWOOD, March 30.—Far from aggravating Hollywood's unemployment problem, production abroad by American companies added to employment in Hollywood in 1949, Motion Picture Association of America president Eric Johnston told the Hollywood Council of AFL Guilds and Unions at a luncheon meeting here today.

Johnston pointed out American majors made only 10 features abroad in 1949, five in 1948, and by present indication will make only 11 abroad this year, and that conditions surrounding those were such that if they had not been made abroad they would not have been made at all. In addition to work provided for American workers taken abroad for these productions, he said, others had been given employment here in advance preparations of various kinds requiring the services of workers in several crafts.

The meeting came in the wake of

(Continued on page 6)

Goldman, WB Agree On Suit Settlement

PHILADELPHIA, March 30.—Attorneys for Warner Brothers and William Goldman, Philadelphia theatre operator, were in agreement here today on a settlement of Goldman's second anti-trust suit against the company, which seeks \$2,800,000 damages trebled.

Terms of the settlement were not immediately disclosed, and attorneys said they would not be "until we have it down on paper." Unofficial and unconfirmed reports here are that the

(Continued on page 6)

30% U. K. Film Quota Passed By Commons

Wilson Says Production Failure Creates Dilemma

By PETER BURNUP

LONDON, March 30.—The House of Commons today approved the reduction of the British film quota from 40 per cent to 30 per cent, effective Oct. 30.

Harold Wilson, president of the Board of Trade, in making the motion for the reduced quota spoke of the dilemma he now faces with the failure of "previous hopes" that British production could fill the present quota.

Wilson had acid comment on J. Arthur Rank's production difficulties and claimed that the government's Film Finance Corporation made possible at least half of the industry's feature product this year. In general, Wilson said, production presented a "dismal" picture.

The Board of Trade president implicitly acknowledged the justification of the production of quality films by

(Continued on page 6)

Warner Joins 20th In Request for Divorcement Stay

Warners yesterday applied for a 60-day stay of the U. S. Statutory Court's divorcement decree which was entered on Feb. 8. The same request was made by 20th Century-Fox earlier in the week.

Judge Augustus N. Hand will consider the two applications at a private hearing in his chambers today with an affirmative decision considered likely since the jurist already has

(Continued on page 7)

'Brotherhood' Drive May Surpass 1948

Industry collections this year for the National Conference of Christians and Jews' "Brotherhood Week" drive is expected to surpass that of last year, Ted Gamble, drive chairman, declared at a general report meeting of all national committee chairmen at the Waldorf Astoria here yesterday. John L. Sullivan, former Secretary of the

(Continued on page 6)

200 Traveling to Crosby Premiere

More than 200 representatives of the press, radio, film industry and political world will arrive at Front Royal, Va., tonight, to honor Bing Crosby and attend the premiere of his new Paramount picture, "Riding High." They will come by plane, train and automobile and will return to their home towns late Sunday, following a weekend of festivities. Co-host with Crosby will be State Senator Raymond R. Guest, general chairman of "Bingsday," tomorrow, so designated in Crosby's honor by the people of Virginia.

Promotion Contest For 'Riding High'

Paramount Pictures, Swans Down Cake Flour and Young and Rubicam are cooperating on a nationwide promotion pegged to the "Sunshine Cake" song production number featured in Bing Crosby's "Riding High." The promotion tees off today as a prelude to the world's premiere of "Riding High" tomorrow at the Park Theatre, Front Royal, Va. The campaign has been built around a Swans "Sunshine Cake" baking contest. The winners will receive savings bonds and gifts.

To date, plans have been made to enlist the cooperation of 400 key theatres and thousands of retail and chain outlets for Swans Down. Contests will be held in 25 to 30 cities.

Kass in Wilkes-Barre

Herman Kass, Universal-International home office exploitation representative, will be in Wilkes-Barre, Pa., today to set a promotional campaign with Lou Finske, Penn-Paramount Theatres executive, on "Francis" which is to play the former Comerford houses in this territory now operated by Penn-Paramount. Managers of the United Paramount houses will also attend the meeting.

Joe Yule Dies at 56

HOLLYWOOD, March 30.—Joe Yule, 56, father of Mickey Rooney, died this morning at his home in North Hollywood of a heart attack. He played Jiggs in the "Bringing Up Father" series of pictures for Monogram, and starred on Broadway in "Finian's Rainbow." In addition to Rooney, the widow and two adopted children survive.

Johnston Grandson Dies

WASHINGTON, March 30.—Eric Edward Butler, four-month-old grandson of Motion Picture Association of America president Eric Johnston, died in Spokane of pneumonia, MPAA officials said. They said Johnston would fly from Hollywood to Spokane to be with his daughter, Mrs. Herbert Butler.

Personal Mention

NOAH DIETRICH, RKO board chairman, has left here for Europe on TWA business for Howard Hughes.

PHIL WASSERMAN, former Astor Pictures publicist, has joined General Promotions as general manager.

JOSEPH DI LORENZO, RKO Theatres Westchester division manager, will leave here today for Miami.

IRVING LESSER, president of Producers Representatives, will leave here for the Coast over the weekend.

CECIL B. DEMILLE will arrive here today from Sarasota, Fla.

ALFREDO GUARINI, Italian producer, has left here for Rome.

JONAS ROSENFELD, 20th Century-Fox advertising manager, and VICTOR SEDLOW, art director, will leave here today for the Coast, to be gone a week.

SHERILL C. CORWIN, HAROLD CITRON and NORMAN NEWMAN of Northcoast Theatres will return to Los Angeles today from San Francisco.

MIKE J. CULLEN, Loew's Theatres division manager, is in San Francisco from St. Louis.

SPYROS P. SKOURAS, 20th Century-Fox president, will leave here for the Coast on Sunday.

DAVID HORNE, Film Classics foreign sales manager, will return here today from a tour of the Continent.

Canadian Official Confers with Rank

TORONTO, March 30.—Overtures to the British industry to encourage film production in Canada were seen as a possible result of conferences here between J. Arthur Rank, at present a visitor here from London, and A. H. Newman, Canadian government liaison with the film industry. Newman is considered to be the spokesman for C. C. Howe, Canadian cabinet member in charge of postwar trade matters.

January Employment On Coast Down 5.8%

HOLLYWOOD, March 30.—Studio employment dropped in January to 66.2 per cent from December's 72 per cent on the California Department of Industrial Relations scales which regards the 1940 average as 100 per cent. The statistics mean that whereas December employment averaged 13,600 workers, the January average was about 12,500.

The average weekly earnings in January were \$94.32, against an average of \$99.13 in December.

Documentary Firm Elects

General Business Films, recently purchased by Larry Gordon Studios, announces the election of the following officers: Larry Gordon, chairman of the board; William Van Praag, president; Otto H. Sutter, executive vice-president; Philip de Mun, secretary; Arthur Otto, general sales manager; Bert Lawrence, head of the story department; W. Robert Woodburn, head of the documentary department.

Kislingbury Elected

SAN FRANCISCO, March 30.—Graham Kislingbury, district manager for Northcoast Theatres here, was elected to the board of California Theatre Association at a meeting here.

Ohio Drive-ins Reopen

CLEVELAND, March 30.—At least 85 per cent of the 90 drive-in theatres in this area will be open by Saturday.

Wide TV Distribution For 65 Rank Films

Standard Television, New York, has sold 65 films produced by J. Arthur Rank to Crosley Broadcasting for three television markets: Cincinnati (WLW-T), Dayton (WLW-D), and Columbus (WLW-C). The films were produced during the past three years, according to Myer P. Beck, spokesman here for Standard Television. They will be presented on Sunday afternoons by relay from Cincinnati.

Standard has within the past month set patterns of presentation of these films with NBC in Chicago, ABC in Los Angeles, and Crosley in Southern Ohio.

Actors' Benefit Show Slated for April 16

For the first time in its 68-year-old history, the board of directors of the Actors' Fund has decided upon a regular Broadway production for its annual benefit performance, rather than the "all-star" shows held in the past. The production is The Theatre Guild's musical, "Arms and the Girl," at the 46th Street Theatre here. The benefit will be held on Sunday evening, April 16.

A. R. Garcia Promoted

A. R. Garcia, formerly United Artists assistant manager in Puerto Rico, has been named acting manager, following the resignation of Jack Odell, it was announced here yesterday by Arthur W. Kelly, executive vice-president. Garcia has been with UA since 1935.

Sunderland Stuck Up

BUFFALO, March 30.—A revolver-wielding bandit held up the New Farm Theatre, escaping with \$240 in box-office receipts. Walter Sunderland, manager, was the victim.

WTAR-TV to Columbia

WTAR-TV, Norfolk, will join the Columbia Broadcasting television network on April 2, bringing the total of affiliates to 52, it is disclosed here.

Bill Would Have 2 Operators in Booth

Providence, March 30.—A bill providing for two operators in each projection booth at all operating times in all Rhode Island theatres has been filed at the State House here.

Ohio Board Upholds 'Room Upstairs' Ban

COLUMBUS, O., March 30.—The Ohio Censor Board has upheld its ban on the Lopert production, "The Room Upstairs," as tending to corrupt morals, but has indicated it would approve with three minor cuts another Lopert release, "It Happened in Europe," following a personal appeal by Herman Weinberg, public relations manager for Lopert.

The board had previously ordered considerably more cuts in the latter feature.

New Charlotte Club Headed by Downey

CHARLOTTE, March 30.—The local film industry has organized a Film Club, officers of which are George Downey, Columbia, president; Ray Black, Paramount, secretary-treasurer; Sam Sanders, RKO Radio, property manager; William Simpson, Kay Pictures, house rules manager; A. W. (Hap) Bell, Universal, promotion manager, and general board members James Simpson, Republic; Howard Cane, Everett Enterprises, and Frank Anders, Carolina Delivery Service.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"THE DAUGHTER OF
ROSIE O'GRADY"

starring June Haver - Gordon MacRae
Color by TECHNICOLOR
A Warner Bros. Picture
Plus
The Music Hall's Great Easter Stage Show

ALAN LADD
"CAPTAIN CAREY
U.S.A."

co-starring WANDA HENDRIX
A MITCHELL LEISEN Production
A Paramount Picture

PARAMOUNT

IN PERSON
MEL TORNE
ELLA FITZGERALD
SAM DONAHUE
and His Orchestra
JOHNNY MORGAN
VIC & ARD
RAFAEL HERNANDEZ

Midnight Feature
Nightly

CLIFTON WEBB - JEANNE CRAIN
MYRNA LOY in

"CHEAPER BY THE DOZEN"

20th-Fox—Color by Technicolor

On Stage—FRAN WARREN
and Others

ROXY 7th Ave. &
50th St.

THE FABULOUS DECADE WHEN WE CAME OF AGE...

Amazingly the screen turns back the clock to what the oldsters call "our happy times"... to the days of the first Red scare, to the flapper era, prohibition, Jack Dempsey, easy money and gangster death... to the heroics, hysteria, the much discussed and much misunderstood Golden Twenties.

See
**HUNDREDS OF PEOPLE
YOU KNOW ABOUT,
INCLUDING:**

SPORTS

Babe Ruth	Jack Dempsey
Gene Tunney	Knute Rockne
Bobby Jones	Albie Booth
Red Grange	Paavo Nurmi
Johnny Weissmuller	Helen Wills
Bill Tilden	Molla Mallory
Suzanne Lenglen	John J. McGraw
Frankie Frisch	Wilbert Robinson
Zack Wheat	Gertrude Ederle
Walter Johnson	Cal. Jake Ruppert
Judge Landis	Earle Sande
Ralph DePalma	

STAGE, SCREEN, B'WAY

Al Jolson	Irving Berlin
Paul Whiteman	Rudy Vallee
Charlie Chaplin	Douglas Fairbanks
Will Rogers	John Barrymore
Rudolph Valentino	Greta Garbo
John Gilbert	Vilma Banky
Gloria Swanson	Helen Morgan
Pala Negri	Irene Castle
Flo Ziegfeld	Billie Burke
Texas Guinan	Gallagher & Shean
Harry Lauder	Ruth St. Denis
Lillian Russell	Anna Pavlova

HEROES

Chas. A. Lindbergh	Eddie Rickenbacker
Sgt. Alvin York	Bert Acosta
Gen. John J. Pershing	Adm. Wm. Sims
	Beatty of England

MUSIC

George Gershwin	Lawrence Tibbett
Grace Maare	Enrica Caruso
Rasa Ponselle	Mme. Schumann-Heink
Rachmaninoff	Paderewski
Feodor Chaliapin	Scatti
Gatti-Casazza	Marian Talley

SCIENCE & INVENTION

Madame Curie	Thomas Edison
Henry Ford	Dr. Adolf Lorenz

MISCELLANEOUS

Prince of Wales	Queen Marie of Romania
Al Capone	Hall-Mills Murder Principals
Michael Arlen	Joseph Conrad
H. G. Wells	John Galsworthy
Carrie Nation	Billy Sunday
Gerald Chapman	Wm. Jennings Bryan

POLITICS

Franklin D. Roosevelt	Woodrow Wilson
Al Smith	Calvin Coolidge
Herbert Hoover	Warren G. Harding
Mayor Jimmy Walker	Big Bill Thompson
Chas. E. Hughes	Sacco & Vanzetti
	Eugene Debs

LABOR

Samuel Gompers	"Mother" Jones
John L. Lewis	William Green
	Phil Murray

THE GOLDEN TWENTIES

A FULL-LENGTH FEATURE

Produced by The March Of Time

Highlighting
America's
"Jazz Age"
by actual
films seen
in the period.

As Told by

FREDERICK L. ALLEN · ROBERT Q. LEWIS · ALLEN PRESCOTT · RED BARBER · ELMER DAVIS

Manners and Customs

Stage, Screen, B'way

Lighter Moments

Sports

Politics

RICHARD de ROCHEMONT, Producer · Distributed by RKO RADIO PICTURES, INC.

WORLD PREMIERE AT B'WAY'S LONG-RUN ASTOR THEATRE APR. 8

KEEP PUNCHING... UNTIL THAT MOVIE TAX IS KILLED!

JUST WHEN THE PUBLIC IS SHOPPING FOR LAUGHS—

U



"DEAR WIFE"

.....**FLASH!**

Get the just-issued press sheet that tells how to make "Dear Wife" Day in your town as big an occasion as Mother's Day or Father's Day . . .

.....**FLASH!**

"Dear Wife" is the first picture to get the benefit of Paramount's tremendous national radio tie-up with the Chesterfield Cigarette shows . . .



And More Paramount Laughter
Is On The Way:

"RIDING HIGH" from Cry
To be followed soon by Hal W
GOES WEST starring the cas

P goes another big picture in Paramount's Hall of Fame-and-Fun!

Put laughs on your screen today and you put business in your boxoffice. Here's the *third* hit laugh-show Paramount's delivered lately.

Now playing across the country, "Dear Wife" is matching, or bettering, the grosses of the other two, "The Great Lover" and "My Friend Irma"—and is not only equalling but, in some cases, surpassing 1947 figures of "Dear Ruth"!



"THE GREAT LOVER"



"MY FRIEND IRMA"

by and Capra!
"MY FRIEND IRMA"
"My Friend Irma"



WILLIAM
HOLDEN
JOAN
CAULFIELD
BILLY
DE WOLFE
MONA
FREEMAN
EDWARD
ARNOLD
in
**Dear
Wife**

with
ARLEEN WHELAN
MARY PHILIPS

Produced by
RICHARD MAIBAUM

Directed by
RICHARD HAYDN

Written for the screen by Arthur
Sheekman and N. Richard Nash
as a sequel to Norman Krasna's
"DEAR RUTH"

Video Station Adopts Code

PHILADELPHIA, March 30.—Adoption of the principles of the motion picture Production Code in the operation of a television station was announced here by Walter H. Annenburgh, newspaper publisher and owner of WFIL-TV, which serves American Broadcasting and the DuMont networks in this city. The action was said to have been taken in an attempt to ward off Federal censorship.

According to Annenburgh, principles of the code will be "rigidly observed" in all programs initiated by WFIL-TV effective immediately. He also urged that all networks adopt the code's provisions "as a means of living up to the responsibilities of public franchises."

"Self-imposed control," he added, "as practiced by the motion picture industry, certainly is preferable to government censorship. Since television employs the same basic principles of the movies—sight and sound—and since the motion picture code has proved successful, it is reasonable that the same code should apply to both mediums."

20th-Fox Net

(Continued from page 1)

motion picture patronage, and quoted trade press editorial opinion on the company's activity in this respect.

"Your company," Skouras's message concluded, "is intensifying in every possible respect its plans and policies designed to provide the public with full and forehanded knowledge of the fine product emanating from Hollywood, and thus increase greater box-office patronage."

Goldman, WB Agree

(Continued from page 1)

settlement will provide for the transfer by Warner to Goldman of several Philadelphia theatres in return for withdrawal of the litigation.

Earlier settlement efforts were unsuccessful and trial of the case started with selection of a jury in Federal District court here this week. The jury selection was halted when the litigants decided to make another attempt.

Goldman was awarded treble damages of \$375,000 in his first action against Warners, representing alleged losses at his Erlanger Theatre in 1941-42 as a result of inability to obtain first-run product. The present action is the same as the first except that it covers alleged losses for the period from 1942 to 1946.

Has New TV Equipment

SYRACUSE, N. Y., March 30.—A new television synchronizing generator has been announced by General Electric here. The generator provides timing for all television studio equipment and sends out synchronizing signals so that receivers can also time their picture with that of the studio.

Evans Back with Pathe

Edward R. Evans, director of film programs for WPIX and CBS Television for the past three years, has rejoined RKO Pathe here.

Proposes Separate Code For Foreign Film Rentals

A separate Motion Picture Production Code covering foreign films and with different classifications so that some imported product might be passed for adult audiences exclusively was offered here yesterday by Dr. Renato Gualino, president of the Italian Film Producers Association, as the possible solution to differences on screenplay content between the Code Administration and foreign producers.

Gualino expressed the view at a meeting with the industry press at the offices of the Motion Picture Association of America here yesterday. Also present at the session was John G. McCarthy, head of the MPAA's international division, who said that the idea of a separate code was new to him and the association has not had time to consider it.

May Shoot Extra Scenes

Gualino said he is almost certain producers in Italy will continue the "Italian, realistic style" in their productions. It is desirable that they become acquainted with the code's provisions, he added, but they will not feel obliged to adhere to them for conformity's sake alone. He said perhaps a few "extra, protective" scenes might be shot in a picture.

Must this "style" be sacrificed in order to conform with the code? Gualino said that the code reduces the

"panorama" of screen material but he admitted that the "Italian style" and the code can be in accord.

Gualino said that there has been much misinterpretation of the meaning of the code abroad and this needs to be corrected. He said in Europe the majority of films are approved on an age-group basis and foreign producers have had the idea that this situation prevailed here. Also, he added, thought to the code is given after a production is completed and not before, as is customary for production in this country.

Sees End of Tax

Among the numerous functions of the MPAA's Advisory Unit for Foreign Films is to fully acquaint foreign producers with the code. Gualino is here as the first delegate from Europe's film-producing countries to serve on the unit.

Gualino said he expects the Italian government and the U. S. Treasury to work out a tax convention by next year which will end the 30 per cent tax on foreign film distribution rentals here. The MPAA has been working with Italian producers in an effort to remove the levy. McCarthy said this illustrates an "important area" where we (the MPAA and foreign producers) can work together for mutual benefit.

U.S. Production Abroad Aids

(Continued from page 1)

published reports that the Hollywood AFL Council was prepared to seek a nationwide boycott by the AFL of films produced abroad by American companies if the practice was expanded. "It is not now and never has been my intention to commit this industry, in any trade treaty or agreement, to produce any pictures in any other country at any time," Johnston said.

Revenue Pays Wages

"Yet it must not be forgotten that one-third of the total revenue out of which our production wages are paid comes from the foreign market, and that never in all history has any nation's film industry been able to subsist on its own domestic market. Studio employment in all other countries is down much further proportionately than here," Johnston continued, adding, "One of the main reasons why we have been able to obtain as favorable a trade agreement as we have is because we offer completely free access to the American market. Any move toward limiting that free access would be about the greatest mistake that could be made."

Following Johnston's address, Roy

Brewer, chairman of the Council, said the group is now convinced that it is necessary for American producers to make some pictures abroad in order to maintain the foreign market, and that in his opinion no boycott of films produced abroad will be undertaken.

Sees Increased Production

Earlier Johnston had told the press that there is valid reason for expecting increased production during 1950. He cited the general shortening of theatre runs as creating a pressing need for more pictures. He also mentioned the impending Benton bill, which proposes the expenditure of a large sum by the government on documentaries to be produced here, and the gradually increasing demand for television films, as factors likely to influence studio employment favorably.

He declined to predict the outcome of the re-negotiation of the British trade pact, and refrained from commenting on Senator Edwin C. Johnson's bill or attacks save to flatly deny reports that industry leaders from here or New York will go to Washington for meetings with Sen. Johnson unless officially summoned.

NTFC Holds Forum

National Television Film Council held its fourth quarterly forum at the Hotel Astor yesterday, followed by a dinner-meeting at the Brasserie, presided over by Melvin Gold, president.

E-L Club Dance Tonight

The Eagle-Lion Family Club here will hold its second annual spring dance this evening in the Park Sheraton Hotel.

Censor Mexican Exports

MEXICO CITY, March 30.—Special censorship for Mexican pictures intended for export is demanded of the Ministry of the Interior, government department that controls the censor board by a Congressional bloc which contends that films that "distort the realities of Mexico by being tarnished with inter-class rancor, pistol toting and firing" must be kept from foreign screens for the sake of Mexico's world prestige.

Circuit and Foreign Heads Attend MPAA Lunch for Gualino

Foreign department heads of the film companies and theatre circuit executives showed up in large numbers yesterday for the luncheon for Dr. Renato Gualino, president of the Italian Film Producers Association, held at the Harvard Club here, and sponsored by the Motion Picture Association of America.

Among those present were: Norton V. Ritchey, Allied Artists; Arthur W. Kelly, United Artists; Wolfe Cohen, Warner; Emanuel Silverstone and Francis Harley, 20th Century-Fox; Joseph A. McConville and Bernard E. Zeeman, Columbia; Charles Goldsmith, Loew's; Clay V. Hake, Paramount; Douglas Yates, Jr., Republic, and R. K. Hawkinson, RKO Radio.

Theatremen included: Oscar A. Doob, Leonard Goldenson, Sol Schwartz, Harry Kalmine, Harry Brandt, Fred Schwartz, Ben Gladstone, Walter Higgins, Sam Rinzler, Jack Hatton, Irving Caplan, Harold Klein, S. H. Fabian, Bernie Brooks and Herman Becker.

John G. McCarthy, B. Bernard Kreisler, Joaquin Rickard, Gordon White and Alfred F. Corwin represented the MPAA. Italo Papini represented Aldo Mazio of the Italian Consul General's office.

U. K. Quota

(Continued from page 1)

citing "The Third Man," "Blue Lamp" and "Morning Departure" as successful pictures made with the aid of the Film Finance Corporation.

Wilson's remarks met a poor reception from the opposition with Conservative spokesman Walter Elliot opening with the remark that Wilson reminded him of Mae West's comment to her chauffeur: "Do your worst, your best is awful." Elliot insisted that the film industry's sickness stems in the main from the "unfair, intolerable entertainment tax burden."

Other Commons members, including Labor's Tom O'Brien, pressed vigorously for the necessity to reduce the tax. Obviously impressed by the support of exhibition's claim to a reduced tax, Wilson said in his closing remarks that he could not anticipate the budget to be proposed by Sir Stafford Cripps, Chancellor of the Exchequer.

'Brotherhood' Drive

(Continued from page 1)

Navy, and general chairman, presided.

Gamble said the collection mark has already passed \$75,000 and that whole sections have not yet reported. Last year's total collection amounted to \$85,000. Gamble reported a record number of 42,800 separate contributions to the drive have been made within the industry. Gamble cited the "great work done" in spreading the meaning of "Brotherhood." He commended the efforts of A. L. Schwalberg, distribution chairman; Pat Scollard, assistant to Schwalberg, and Max Youngstein, advertising-publicity head, in behalf of the drive, and newsreels for carrying drive footage.

Madeleine Carroll, New York regional chairman, delivered an overall report of the activities in this area.

Howard Presides at Affiliated Theatres 'Showmanship' Meet

BOSTON, March 30.—Arthur K. Howard, president of Affiliated Theatres New England, held a meeting of owners and managers of theatres serviced by that company at the Hotel Statler here to formulate plans for its "Showmanship" campaign. Speakers included Joseph Mansfield, Northeastern publicity manager of Eagle-Lion, speaking in behalf of the committee of Boston publicity men, who spoke about "The Right Way to Publicize Motion Pictures." William Canning, general manager of Yamins Theatres, spoke on "Theatre Public Relations." Seth Field, vice-president of Affiliated Theatres, spoke on "Long Forgotten Ideas in the Promotion of Motion Pictures."

Howard was moderator at the meeting.

Warner Stay

(Continued from page 1)

granted the stay petition of Loew's. Additionally, the Department of Justice is not expected to oppose the new applications.

When and if actual appeals of the decree are taken, the 60-day period of the stay would be automatically extended to 90 days. Warners and 20th-Fox both have intentions of seeking a settlement with the government, with only Loew's, for the time being, having announced definite plans to appeal. This same course will be taken by 20th-Fox and Warners, presumably, if their efforts to reach a satisfactory agreement with the government fail.

RKO Seeks Time

(Continued from page 1)

RKO originally was called upon to reorganize last Nov. 8, but the Justice Department consented to an additional six months, to May 8, at that time.

The company's feeling reportedly is that it should be entitled to the same consideration given Loew's, Warners and 20th Century-Fox by the U. S. Statutory Court in its divorce order. The three were given a period of three years.

If an extension of the divorce deadline is granted, it presumably would apply also to the time in which Howard Hughes has to dispose of his interest in RKO theatres. The deadline for that is May 8 also, as of now.

No Justice Department action on the RKO application is expected for several weeks.

LIBERAL REWARD

for recovery of six (6) reels of motion picture sound track negative entitled "Shall We Dance". Packed in 6 square tins. NO QUESTIONS ASKED. Contact Browning, Wells & Co., BEekman 3-4321.

Reviews

"Wabash Avenue"

(20th Century-Fox)

IT is a nostalgic, music-filled Chicago of the last stretch of the last century that is recreated in "Wabash Avenue," a comedy-drama in Technicolor, starring Betty Grable, Victor Mature and Phil Harris. It offers a sprightly grab-bag of songs, dances and production numbers. Right off, these are assets that make merchandising easy and commercial prospects bright. An outstanding highlight of the film is the winning performance of James Barton, as a carefree, liquor-loving floater.

The standard story, patterned by Harry Tugend and Charles Lederer, presents Harris as the proprietor of a cafe where Miss Grable is the stellar attraction. One day Mature, an old friend of Harris', comes along and demands a half interest in the cafe. To back up his demand, Mature reminds Harris of a crooked card game in which the latter participated, but it avails Mature naught. What is more, he incurs the wrath of Miss Grable by criticising her costume. From here on in Mature keeps tilting with Harris and Miss Grable with Mature. Humorously complicating matters is the fact that Mature is really in love with Miss Grable, and so is Harris.

Throughout the proceedings, Harris and Mature are in constant rivalry, with one playing tricks on the other. Among the "practical jokes" which Mature plays on Harris is one where he incites a group of women reformers to wreck the saloon, and another where he tricks him into believing he had accidentally killed Barton. Of course Harris retorts in kind. As the story moves to its predictable ending, Miss Grable decides that Mature is the man of her heart. All of which leaves that lovable rogue Harris to mutter: "I'll never be able to understand what she sees in a mug like him when she could have a mug like me."

A lot of lilting tunes have been provided for Miss Grable's entertaining talents by Mack Gordon and Josef Myrow. Henry Koster directed and William Perlberg produced.

Running time, 92 minutes. General audience classification. For April release.

MANDEL HERBSTMAN

"Cargo to Capetown"

(Columbia)

A CHANCE to witness the latest efforts of Academy Award winner Broderick Crawford is the best peg on which to hang a merchandising angle for Columbia's "Cargo to Capetown." The film is a formula-made adventure story about men and the seas. Crawford gives a two-fisted performance, with John Ireland and Ellen Drew sharing the spotlight with him.

Ireland, as a beached skipper in the Dutch East Indies, is given an opportunity to pilot an oil tanker to Capetown, provided he can get a crew together. The difficulty attached to this chore lies in the fact that the tanker is cursed by past fears, and by superstitions and mishaps. Through cajolery and kidnapping, Ireland manages to gather a crew, although, with Crawford, his chief engineer, Ireland has to resort to the persuasive influences of alcohol. Once the ship is underway, it is discovered that Miss Drew, Crawford's fiancée is also on board and is downright angry with Ireland. As the story continues, there are squabbles among the crew, and growing differences between Crawford and Ireland. Finally the ship sails right into the teeth of a hurricane. In the midst of the storm, Crawford learns that Ireland was quite friendly with his fiancée in the past, all of which creates some more complications.

The conflicts ebb and flow, and as the storm blows over in the finale, Miss Drew marries Crawford. Then by some peculiar logic she realizes that she is in love with Ireland, whereupon the way is paved for an annulment and eventual marriage to him. Lionel Houser who produced, also did the screenplay; Earl McEvoy directed.

Running time, 80 minutes. Adult audience classification. For April release.

M. H.

Savings Bond Drive

(Continued from page 1)

which will begin on May 15 and end on July 4.

Pinanski, Boston circuit head and president of the Theatre Owners of America, has returned from Washington, where he conferred with Secretary of the Treasury John W. Snyder on the film industry's role in the drive. He reports that the Secretary is not only pleased with the industry's prompt acceptance of his invitation to join with all industry in this important governmental effort, but that he looks to filmdom to provide its best showmanship in bringing the objectives of the bond sales before Americans. Accompanying Pinanski was Arthur Schmidt, Columbia's publicity-advertising chief, who will serve in a similar capacity for the "Independence Drive," which will have as its theme "the preservation of our freedoms."

The industry's plans are to be outlined to the trade press at a luncheon in New York in the near future.

Skiatron vs. RCA

(Continued from page 1)

the only one easily adapted for color, implied that RCA is holding out the lure of NBC programs to sell RCA equipment. It said it had not yet been able to market its projector, but that it would be available shortly. It asked the Federal Communications Commission to take the projector into account in its proceedings setting up standards and allocating channels for theatre television.

Frederic House in Video

Frederic House, Inc., recent winner of an Academy Award for the documentary film, "First Steps," is setting up a TV film department to include animation and other services. Arthur West, formerly in charge of sales and advertising at Television Cartoons, has been named to head the new department.

Appoint 13 SMPTE Aides

Chairmen of 13 committees for the 67th semi-annual convention of the Society of Motion Picture and Television Engineers, to be held April 24-28, at the Drake Hotel, Chicago, have been set by William C. Kunzmann, SMPTE convention vice-president.

George W. Colburn heads the local arrangements committee, while the hotel reservations and transportation committee has as its chairman Harold A. Witt. N. L. Simmons is chairman of the papers committee; vice-chairmen of this committee are R. T. Van Niman, Chicago; L. D. Grignon, Hollywood; E. S. Seeley, New York; J. E. Aiken, Washington, and H. S. Walker, Montreal.

Other committee chairmen include: Registration and information, E. R. Geib; ladies' reception, Mrs. George W. Colburn; membership, Lee Jones; luncheon and banquet, Carrington H. Stone; publicity, Harold Desfor, assisted by Leonard W. Bidwell and R. T. Van Niman; public address equipment, Robert P. Burns; 35mm. projection program, I. F. Jacobsen; 16mm. projection program, H. H. Wilson.

Arnall-RFC

(Continued from page 1)

have actually applied for loans. However, Arnall's statement today was the first indication that SIMPP companies are also seeking government aid for film production.

Arnall, who arrived here late today from New York, said he hoped to talk to RFC officials tomorrow about the loan applications from his members. He said the RFC loans have nothing to do with the financing plans under way in New York. Arnall declared he could not reveal details of this new plan at present and did not think he would be able to until next month.

To See Officials

The SIMPP president said he also hopes to meet with Justice and State Department officials tomorrow and Saturday, when he will leave for his home at Atlanta. He expects to return to Washington on April 10, when he will attend a meeting of the National Commission for UNESCO, of which he is a member.

Arnall said he was originally slated to meet Eric Johnston, Motion Picture Association of America president, here this week-end to discuss the foreign film situation, but that Johnston had been detained on the Coast because of the death of a grandson.

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